

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. XLVII.

NEW YORK, JUNE 1, 1904.

No. 9.

## Summer or Winter

WE GUARANTEE advertisers over 1,500,000 copies every issue, and guarantee that every copy of this enormous *proven* circulation is printed on the *same* weight, grade and stock of clean, white machine-finished paper.

WE GUARANTEE advertisers the proper combining of "*key*" with electrotypes and their working up properly in our columns.

WE PUT A PREMIUM on efficiency, and when you pay us \$6.00 per line for our space we guarantee that your copy will be inserted—*key* and all—as you order it.

## The Woman's Magazine Basis

is an honest and fair basis—fair to the advertiser, fair to the advertising agent and fair to the publisher.

THE WOMAN'S MAGAZINE gives results to advertisers because it is the best printed, best edited and best circulated paper in the Mail Order field. Ask any advertiser whose copy appears in *The Woman's Magazine* of St. Louis whether it pays him or not. The fact that they stay with us issue after issue, with *keyed* ads, and increase their space, is conclusive proof that it *does* pay them.

## 100% Service Rendered

### THE WOMAN'S MAGAZINE

(Largest Circulation in the World)

ST. LOUIS, . . . MO.

# **A SELF-EVIDENT PROPOSITION**

not only commands respect—it deserves it.

Advertising in the MEDICAL BRIEF pays better than circulars and costs less.

Space in the MEDICAL BRIEF costs less per thousand circulation than in any other medical journal.

The value of an advertising medium is conclusively demonstrated by results. Business men continue to advertise only in mediums that show them.

The advertising pages of the MEDICAL BRIEF have been regularly patronized by the leading advertisers of America for the past thirty years.

“Value received” becomes a self-evident proposition when advertisers *persist* in spending money in the MEDICAL BRIEF.

The average circulation of the MEDICAL BRIEF for 1903 was

**37,950 copies per issue.**

**THIS FACT IS SUPPORTED BY POST-OFFICE RECEIPTS.**

**SEND FOR RATES.**

OFFICES:

Ninth and Olive Streets,  
ST. LOUIS.

Masonic Temple Building,  
CHICAGO.

Astor Court Building,  
NEW YORK.

Foreign Office: Auckland House, Basinghall Ave.,  
London, E. C., England.

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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## DAILY NEWSPAPER INVESTIGATIONS.

### IX.

In the issue of PRINTERS' INK for April 20, 1904, there appeared a full-page advertisement headed: "PRINTERS' INK OFFERS TO DO WORK FOR MONEY." The substance of the announcement was as follows:

Publishers in towns that support a daily paper, or more than one, and who have confidence that the more the world knows about them and the field they occupy the better it will be for them, their field and the world, are advised to read the newspaper reviews now being published in PRINTERS' INK, and to note that PRINTERS' INK is prepared to investigate any field to which its attention is invited.

The conditions upon which the examinations are made and the reports published are these:

Everything that appears as reading matter in PRINTERS' INK goes in free.

The reporter who visits the field will report the conditions as he finds them, and his report will not be exhibited to local publishers until after its appearance in PRINTERS' INK.

It is intended to visit and report upon every American town in which a daily paper is issued. The time of the visit and report will be at the convenience of PRINTERS' INK.

If a special report at a specified time is desired it will be made, but in such case the interested parties will be required to advance a sum sufficient to pay the reporter's expenses. This sum will in no case be less than \$50 nor in any case over \$250.00, except for towns beyond the Mississippi.

Those who pay the cost of the inquiry will have no privileges or better treatment than will be extended to those who have no share in the expense.

The benefit, if any, will come from having the advertising public better informed about the facts and conditions as they do exist instead of as they are supposed to exist or did at one time exist.

Interested parties are invited to address PRINTERS' INK, No. 10 Spruce street, New York.

The first daily newspaper to avail

itself of the above proposition was the Denver (Col.) *Post*. The correspondence on the subject was printed in the issue of PRINTERS' INK for May 11, 1904.

After receipt of the required check from the *Post* the Little Schoolmaster instructed Mr. W. F. Hamblin, of the Geo. P. Rowell Advertising Agency, to proceed to Denver and make the described investigation in behalf of PRINTERS' INK.

His report, which follows below, represents the first instance where PRINTERS' INK or the American Newspaper Directory has ever consented to do such work for a money consideration. That everybody shall be pleased with the report cannot be expected, but PRINTERS' INK believes the investigation was conducted intelligently, the report written in good faith, and the conclusion arrived at to be unassailable.

### DENVER, COLO.

When the Denver *Post*, with customary enterprise, sent a check to cover the cost of an investigation of newspaper conditions in Denver, PRINTERS' INK notified me that it would appreciate an investigation, as requested by the *Post*, as early as possible.

I reached Denver at 6.30 in the morning. A number of men and boys were gathered in front of the station crying "Morning papers!" the one most in evidence being the *Rocky Mountain News*. Three boys carried both *News* and *Republican*, two others carried only the *News*.

About 9 o'clock I began my outside interviews with citizens and

merchants. An expressman was asked: "Which is the leading paper of Denver?" and said: "The *Post*." A hack driver said he read the *Times* in the evening, but did not read a morning paper. He said also that he believed the *Republican* to be the leading paper in point of influence. A young man, who said he was an employee of the local electric light company, said the *Post* was his favorite, but that he also read the *Rocky Mountain News*. A policeman said that the political influence of the papers of Denver amounted to nothing, that the present city government was elected last year in spite of the opposition of every paper in Denver except the *Post* and that this year the *Post* opposed the same party, making the newspapers unanimous against the ticket which he believes will be elected. Two streetcar conductors read the *Rocky Mountain News* in the morning and the *Post* in the evening, three others read the *Times* in the evening and no morning paper. A cashier in a restaurant said the *Post* is the leading paper of the city in point of quantity and quality and that the *Republican* is regarded as second, mainly because the people do not believe the claims the *Rocky Mountain News* is making.

At the newsstand in the Brown Palace Hotel it was stated that more *Posts* were sold than all other Denver papers combined, that the *Rocky Mountain News* was second and the *Republican* third.

A bank cashier said that he regards the *Republican* as the representative paper of Denver. He does not think it has the largest circulation and, so far as his own newspaper reading is concerned, he looks over the *Republican* in the morning and reads the *Post* in the evening, mainly to see who or what is to be attacked next. He said that the *Post* was under a very aggressive and able management, which he believed to be absolutely independent, fearless and unscrupulous. He said that other papers and a great many citizens stated openly that the *Post* sold its in-

fluence to the highest bidder, but that he knew of no case where a really definite statement of this kind had been made in a way that could be proven.

The auditor of one of the leading trust companies said the *Post* had had a wonderful growth. At the time Tammen & Bonfils purchased the property he thought there was every reason in the world why it should not succeed. Local advertisers were doing as much advertising as they cared to and local politicians of both parties had a newspaper for each side. The *News* and the *Republican* were good papers then, as they are now, and the public was satisfied with the way the news was then given. In spite of all these obstacles the purchasers of the *Post* entered the field and built up what is undoubtedly the best newspaper in a thousand miles. This same man said that he was politically opposed to the *Post* and did not like the methods of its owners. He regards the *Post* as sensational and catering to public prejudices instead of assisting in educating the people as a good newspaper should, yet he always reads the *Post* for fear of missing something extremely interesting.

I regard the foregoing as being somewhat indicative of the general opinion outside of the people who are buying space for advertising. In taking up the advertisers I desire to give particular credit to the following firms, whose consideration and courtesy made my task in Denver both easy and pleasant: Daniels & Fisher; Joslin Dry Goods Co.; A. T. Lewis & Sons; May Shoe & Clothing Co.; Boyd, Park, Bohn & Bristol; Scholtz the Druggist; the Owl Drug Store and a dozen other smaller yet leading stores in their respective lines.

Of four leading department stores three use the *Post* more than any other paper, and believe their best returns come from that paper. One other uses the *News* and *Republican* only for the daily advertisements and the *Post* twice a week and never on Sunday. I was later told at the office of the *Post*

(Continued on page 6)



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*Little Lessons in Publicity.—Lesson 37.*

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# The Strength of Evening Dailies

The busy man of affairs and the busy housewife have time to only hurriedly glance at the morning paper. The people making up the middle class—the great army of buyers of the world's goods—rarely see one. It is in the evening, around the family circle, that the greatest number of papers are read all over the United States, because at this time only the family has leisure and inclination for reading and discussion of the shopping plans for the morrow, using the favorite newspaper as a guide.

The evening paper is the home paper, and the home is the advertiser's dividend ground. The following are the clean, high-grade, home evening dailies in their respective cities:

**WASHINGTON is a "One-Paper City."**

**WASHINGTON STAR is the "One Paper."**

**BALTIMORE is a "One-Paper City."**

**BALTIMORE NEWS is the "One Paper."**

**INDIANAPOLIS is a "One-Paper City."**

**INDIANAPOLIS NEWS is the "One Paper."**

**MONTREAL is a "One-Paper City."**

**MONTREAL STAR is the "One Paper."**

**MINNEAPOLIS is a "One-Paper City."**

**MINNEAPOLIS JOURNAL is the "One Paper."**

The evening paper prints the most local news, has the largest circulation in the homes, commands the most responsive class of readers, most satisfactorily produces business, and indeed, from every standpoint, the clean home evening daily is the king of advertising mediums.

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**H. LEE STARKE,**

**Tribune Building  
New York**

**Manager General Advertising,**

**Tribune Building  
Chicago**

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that this condition is due to some personal differences between the management of the paper and the management of the store, and that the solicitors for the *Post* had been warned not to solicit advertising of this firm under penalty of immediate discharge.

The leading clothing store of Denver is one of the largest advertisers in the United States. The management of their advertising is in the hands of a man of a great many years' experience and of ripe judgment. He was particularly anxious that his name or that of his firm should not be mentioned, because he had no desire to fight other people's battles. He stated that his advertising appears only in the *Post* and *Republican* because he believes those two papers cover Denver as well as any advertiser can hope to cover that city economically. He has not done any advertising in the *News* or *Times* for over a year because of an increase in rate which he did not think was justified by the circulation. This man said: "The *Post* is unquestionably the most popular paper in Colorado."

One of the leading department store proprietors said: "You may believe every word and every figure of the circulation claim of the *Denver Post*."

The manager of the largest and finest jewelry store in the city buys the *Republican* for his family in the morning and takes home a *Post* in the evening. He says his family do not care for the *Post* for the news, because they regard its sensationalism as deceiving as to real news. Another leading jeweler said his trade is of a character that would require the kind of circulation the *Republican* has, and that when he advertised he would use that paper only. I asked him what his personal choice was for a newspaper and he said he read the *Post* in the evening and the *News* in the morning.

One of the principal druggists of Denver is the exclusive agent of several well-known and widely-advertised patent medicines. Upon his advice the *Post* is the one medium used for all these remedies.

My first call at a newspaper of-

fice was at the business office of the *Rocky Mountain News* and *Times*. Mr. Campbell, the manager, was not in, but I was received by the assistant manager, Mr. McDonald. Mr. McDonald seemed to be very much interested in the object of my visit to Denver, and I gathered from what he said that it was probable that the *News* would like to have its figures verified and set forth in PRINTERS' INK. After a long talk with Mr. McDonald, Mr. Campbell came in and I was introduced. He chilled perceptibly when he learned that I was the man making the investigation invited by the *Post*. He said, "If the *News* should buy liberal space in PRINTERS' INK or the American Newspaper Directory we would expect very good treatment. Under the circumstances, however, we do not see how you can do the *Post* justice in giving them the kind of an investigation they want and still be fair to us." Mr. Campbell also remarked that he knew how such things were done and that PRINTERS' INK and the American Newspaper Directory were generally believed to be open to financial considerations in reporting newspaper circulation. I asked if this was not a purely personal point of view, but was assured that Mr. Campbell had traveled and talked with other publishers and believed he knew what he was talking about, whether any one agreed with him or not. I told him that I regretted his attitude and could only say I never had seen a publisher take such an attitude, under such circumstances, when he could deliver the goods, and that I could not believe that the *News* had the circulation it claimed. Mr. Campbell then stated that an investigation more complete than any I could make had been conducted in the fall of 1903 by Mr. F. J. Spencer, the auditor of the Continental Trust Company of Denver, and that the only information that any one could get about the *News* and *Times* circulation would have to come through Mr. Spencer. I made several attempts after this to see Mr. Campbell, but could not find him in his office and it was quite evident that

he was no more willing for my investigation than for that of several interested Denver advertisers who have received about the same sort of treatment.

I called on Mr. Spencer at the office of the Continental Trust Company and he stated that the kind of auditing done by his firm is generally regarded as a basis of credit and that I could accept his statement with a positive assurance that his investigation had been full and complete and entirely in accord with the published results, which showed the daily and Sunday edition of the *Rocky Mountain News* to have averaged 33,578 daily, of which 66,230 were in the Sunday alone, and that the *Times* printed every weekday from April 1, 1903, to September 30, 1903, inclusive, 29,331 copies daily. I asked what part of these figures were for Denver alone, what part were for the surrounding country, what the mail receipts and express receipts showed, whether the news-dealers' cash accounts agreed with these figures and many other questions equally pertinent. Mr. Spencer met each inquiry with smiling assurance that his investigation had been thorough and should be accepted without question, but did not care to go into detail because the work involved was so great and had been divided between himself and several assistants. Mr. Spencer is undoubtedly a good accountant. He does not pretend to be a newspaper man. Under the circumstances he did not want to make a statement as to his valuation of the *Post* or *Republican* as competitors of the *News* and *Times*.

I went around to the office of the *Post* and asked for the business manager, Mr. Feldwisch. He was not in. I presented my card and supposed it would be recognized at once as of some importance, but the young man who took it had evidently never heard of me or of PRINTERS' INK. He said possibly the advertising manager, Mr. Wilkinson, could give me some information. I passed the card along to Mr. Wilkinson. Mr. Wilkinson had heard of PRINTERS' INK, but plainly had no idea why I was

there. He took me up into Mr. Tammen's office, however, and introduced me to Mr. Tammen, who introduced me, in turn, to his partner, Mr. Bonfils. Mr. Tammen began to talk about his circus, which is now traveling through Southern California. He told me all about it and it was very interesting as well as typical of Tammen. I arranged to meet Manager Feldwisch later in the day.

When I met Mr. Feldwisch I recalled at once the statement of a leading publisher of Kansas City who was formerly Mr. Feldwisch's superior in another newspaper office. It was this: "Fred Feldwisch can no more run a crooked newspaper than he can fly and you can believe every word he tells you about the *Denver Post*." I asked to see the circulation records as they have been kept since the present management has had control. They were at once produced. There are two books, one for city circulation only and the other for circulation outside of Denver. There is also another record showing the total number of papers run each day and the number distributed in the city, by mail, through agents, by counter sales, by exchanges, etc. These records are all marvels of completeness and simplicity. As an example of one portion of my investigation I would say that I selected the 8th day of April, 1904, for one of the dates to be examined. The record showed a distribution as follows:

Complimentary .....	276
Newsstands .....	42
Hotels .....	172
Shortage .....	41
Extra to carriers .....	170
Samples .....	395
Carriers' paid .....	15,386
Total by carriers .....	16,682
Street sales .....	1,615
Counter sales .....	175
Dealers .....	3
To advertisers .....	200
Reserve for files .....	150
To employees .....	209
Total city circulation .....	19,025

Carriers' paid, as mentioned above, means the record of total number of papers distributed by carriers minus complimentary, newsstand deliveries and hotel deliveries. The total carriers' is the total of the carriers' paid, complimentary, newsstands, hotels, short-

age, extra to carriers and samples. Shortage refers to the number of papers given to carriers to provide for their running short on their routes. These are not charged to them, although a record is kept. Street sales is the number of papers sold to independent newsboys and figures as a cash item. Counter sales means substantially the same thing except that street sales are sold by agents on the street to newsboys and counter sales are sold in the office to newsboys. Dealers' papers means papers sold to newsboys by dealers or sub-agents. Free papers are given to all firms advertising in the *Post*. One paper is given to each employee.

The cash records for this day were examined and found to correspond to a penny with the record of the sales. On this same day, April 8, the book showed that 8,597 copies were sent out by mail to subscribers and that 15,425 were sent out to agents by mail and express. I added together these two amounts and then called for the postoffice bills for that date, as well as the receipted bills of all express companies which carried papers on April 8. As the bills give the total weight of the papers sent out I found it necessary to ask for a file copy of the issue of April 8. This I weighed carefully on postal scales and then reduced the number of pounds in the receipts to the number of copies of the paper that would make that weight. The total number secured by this method was 97 copies larger than the records of the *Post*. This is probably due to an extremely small fraction of an ounce in the weight of each paper less than my estimate and might have been due to variation in the quality of paper used or to the flow of ink on the number printed.

A Denver advertiser with whom I had talked said that when the *News* purchased the *Times* and consolidated the Sunday issues of the two papers, the *Post* laid low for several weeks and then suddenly announced an increase of 20,000 or more in their Sunday circulation. This seemed so remarkable

that I dropped in at the *Post* office soon after and asked Manager Feldwisch what the facts were. He said that at the time mentioned the *Post* decided to give away with each copy of their Sunday edition a handsome lithograph typical of some phase of Western life. The special features in the Sunday Magazine section were improved and widely advertised among *Post* readers outside of Denver. The result was an immense gain in circulation and it was his opinion that it was even more than 20,000. I said I supposed they had to pay for those lithographs and if they did pay for them they would naturally have the receipts somewhere about the place. They were produced from a file and for a period of several months were examined and compared with the circulation records for the Sundays they represented. It was shown conclusively that never less than 60,000 of these lithographs were purchased and that the demand on several Sundays was so great that the deadhead subscribers of the *Post* were not supplied with the colored supplement.

I spent considerable time with the members of the mechanical force of the *Post* and picked up sufficient information to check office records. In no case was there any discrepancy. Mr. Tammen had said he was particularly anxious to have the investigation made because he believed his records were perfect and that he really needed to know whether his employees were telling him the truth or not. Upon the conclusion of three days of investigation I was glad to assure him that his staff was very truthful.

The mailing clerk of Denver, like those of many other towns, receive their orders for bundles to be forwarded to State agents and newsboys through the method of the address label, the figures on each indicating the number of papers sent to the town addressed. Most of the agents on receiving the bundles tear off the wrappers and throw them carelessly aside. It has been the custom of the Denver *Post* representatives for some-

thing over a year to gather these labels upon their visit to each town and forward them direct to the home office for the information of the circulator, thus enabling the management to keep an approximately correct record of the circulation of their competitors in outside cities.

The labels quoted below were gathered from the *News*, *Republican* and *Times* bundles at the different towns shown, the figures in each case indicating the number of papers forwarded to town mentioned. They were sent in by special delivery upon telephonic requests to the agents in various parts of the State. The *News* is said to allow the privilege of returning copies not sold.

The territory covered is equally a morning or afternoon paper field—that is, the train service is such that all papers arrive in salable season.

It was noticeable that each label bore the name of its paper with the exception of those of the *Rocky Mountain News*. This was formerly the custom of this paper as with others, but since the *Post* started its system, the *News* has seen fit to take its name off the labels entirely. The figures of the Denver *Post* shown in this statement are conservative and of recent date, and every paper is charged to, and paid for, by the agent, no returns whatever being allowed. In many villages in the State the *Post* has a delivery system to the absolute exclusion of all other papers.

As a specimen of the result of this kind of work, the labels examined on May 9 were those sent out on Sunday, May 8, to the city of Pueblo, Colorado. These show that the *News* sent 800 copies to its agent, W. H. Sawyer; the *Republican* sent 315 copies to its agent, Jas. E. Fisher, and the *Post* sent 1,500 copies to its agent, E. M. McCully. Another case was the city of Boulder, Colorado. The *News* sent 550 copies to its agent, W. G. Brown; the *Republican* sent 250 copies to its agent, C. H. Coover; the *Post* sent 1,000 copies to its agent, Ralph Rawlins.

I also received reports from

Leadville, Colorado; Littleton, Colorado; Ft. Collins, Colorado, and Greeley, Colorado, for the same day, and in no case did the *News* or the *Republican* reach any nearer to the circulation of the *Post* than in those itemized.

When I went around to the office of the *Republican* I found Manager Stapleton one of the most courteous and dignified men I had ever met. He is a big, bland, plausible sort of a man, with a manner that makes a turn down seem like a favor. He expressed himself as confident that the *Post* had all its claims, but would not talk about the *News*. The *Republican* is in a very enviable position in Denver, as its employees feel that they would be claiming too much to say that one paper would cover Denver, so they always say that two papers are sufficient for the territory and the *Republican* is one of them. Mr. Stapleton was sure that the *News* would not like an investigation of its circulation, and said that under the auspices of the *Post* he did not like to have an investigation made. Before I left, however, I was shown the circulation books and found the records satisfactory in every way, and that the circulation is well over 28,722.

When Mr. Stapleton began to talk about the high quality of his circulation, I tried to argue with him that quality without quantity was a poor attraction for an advertiser, and that it was almost impossible to have a large quantity without a sufficient degree of quality. He waved this argument aside as of no consequence so far as the *Republican* is concerned. While the *Republican* was not willing to have so thorough an investigation as the *Post*, the general indications are that a general advertiser would get his money's worth in this paper.

The consensus of opinion among newspaper readers in Denver and among local advertisers is that two papers would cover not only Denver, but the greater part of Colorado and several adjoining States, and that those two papers are the *Post* and *Republican*. Public opinion is well sustained by the rigid investigation I conducted in the of-

face of the *Post* and the more casual examination that I was allowed to make in the office of the *Republican*.

The fact that the *News* and the *Times*, which are under one management, are unwilling to allow any investigation whatever, when considered with regard to the manner in which the refusal was made, makes it appear that no general advertiser should be contented to spend money with those papers unless they will give him something more than a bare statement that they have a certain amount of circulation. So far as I could learn nobody in Denver believes the *News* or the *Times* to have the circulation they claim, while everybody credits the *Post* with the full number of copies claimed in their statement to the American Newspaper Directory, and published daily at the head of their first page. For 1903 the average number of copies the *Post* distributed daily was 36,950. The present figures are over 40,000 daily and well on to 70,000 on Sunday.

The *Republican* figures for 1903 showed an average of 28,722 copies daily. The majority of the Denver people interviewed show that these figures are regarded as correct, and that the paper is of indisputable high grade and as respectable as it claims to be. One of the most remarkable facts developed in this investigation was that there is not an isolated ranch or mining camp within two days' ride of Denver that is not canvassed over and over by the *Post* and *News*, and in the mining camps, where many men are gathered in one house, there are generally more newspapers taken than there are individuals.

#### THE LOUISVILLE, KY., "EVENING POST."

LOUISVILLE, KY., May 21, 1904.

##### Editor of PRINTERS' INK:

In your issue of May 18th appears the following statement:

In 1903, the *Post* was forced into the hands of a receiver by a disagreement among the stockholders. The report of the receiver showed that the company was many thousands of dollars in debt. The management accounted for the debt by referring to the progress made by the company in prestige and good will.

If PRINTERS' INK finds it necessary to refer to business matters of this kind, it is only fair to the *Evening Post* that the

statement of the facts be published and not a partial story of the malevolence of local competitors.

The *Evening Post* was chartered for twenty-five years from May 1, 1878. In 1893 I purchased a controlling interest in the paper, which was then without a plant of any kind, without standing among the advertisers, without an Associated Press franchise. The rehabilitation of the paper necessarily involved large expenditures, and there was no means of determining in advance how much money would be required. Mr. Boyle, vice-president of the *Evening Post* Company, and I have advanced during the past ten years, either directly from our own funds or from borrowed money for which I have been security, \$110,000. Part of this has been put into the plant and part into the operating expenses. Our purpose has been at the expiration of the old charter to secure a new charter, capitalizing this investment.

The charter expired May 1, 1903. A meeting of the stockholders was called for the purpose of providing for the liquidation of the old company and the organization of the new. Ninety-two per cent of the stockholders present approved the plan for reorganization. It was then developed that the proprietors of the *Courier-Journal* and *Times* had a few years ago secured possession of 8 per cent of the stock, which they had concealed until a day or two before this meeting. At that meeting this 8 per cent objected to the reorganization and it became necessary to place the property in the hands of a receiver.

This has been followed by various acts of obstruction from the *Courier-Journal* Co., owning 8 per cent of the stock, which have delayed the reorganization. The receiver was appointed to protect the interests of all creditors. I speak for these creditors and 92 per cent of the stockholders.

The *Evening Post* is now published by the *Evening Post* Co., chartered in 1903. It is the lessee of the property of the old company. When the sale of this property is ordered by the court, the new company will purchase it. Every creditor has been protected and all the stockholders have been placed upon an absolute equality. The one purpose of this obstruction was the injury of the *Evening Post* as a competitor of the *Times* and *Courier-Journal*.

The business of the company for the past year has been the largest in its history. The publication of the paper has not been interfered with. The point to be decided is whether the property is to be controlled by 92 per cent of the stockholders or by 8 per cent in the hands of business rivals. The local community understands the purpose of this raid, which has strengthened the position of the *Evening Post*. I make no comment upon the course followed by our competitors, but I think, as you have referred to the matter, all the facts bearing upon it should be given to the public generally, and especially to the newspapers of this country. Yours truly,

RICHARD W. KNOTT,  
Editor the *Evening Post*.



## PHILADELPHIA ADVERTISING AGENCIES.

While Philadelphia is the home of the largest advertising agency in the United States—probably in the world—it is also peculiar in that it has fewer agencies than any of the great advertising centers. They number nearly a dozen, big and little. Another point worth note is that, while no other city in the world produces so much small retail advertising, the newspapers pay no commissions to agents on local business. About half-a-dozen Philadelphia agencies handle local business almost exclusively, but it is all placed on salary from the clients. When the small merchant's appropriation is too modest to afford the agent's salary his copy is usually prepared by the newspapers. These conditions entirely eliminate the agent, so much in evidence elsewhere, who splits commissions with his clients and demoralizes advertising by putting it on a wrong basis.

The chief agency in Philadelphia is, of course, that of N. W. Ayer & Son. Since its establishment, thirty-five years ago, this firm has transacted business aggregating \$35,000,000. Nathan W. Ayer, the founder, was a native of Connecticut and a graduate of Brown University. In 1867 he came to Philadelphia from Western New York to continue his work as a teacher, establishing a private school. The year following his son, F. W. Ayer, came to the Quaker City to begin business, and went to work as an advertising solicitor for a religious weekly. In 1869 the present business was set afoot. The elder Ayer died in 1873, since when there has been admitted to partnership Henry N. McKinney, Albert G. Bradford and Jarvis A. Wood, who, with F. W. Ayer, are to-day the active directors. Geo. O. Wallace, the firm's first employee, was later made a partner, but died in 1887. The Ayer agency has long been identified with newspaper advertising, beginning when the weekly newspaper was the chief medium of the country and developing with the daily. Magazines and billboards have been added as they attained prominence. To-day the firm handles several great accounts for such combinations as the American Tobacco Company, National Biscuit Company, Corn Product Company, etc., and is so well known in publishing and advertising

circles that any description of its business would be simply a rehash of things that are generally known. A year and a half ago the business was removed to the handsome new Mariner and Merchant Building, at Chestnut and Third streets, where it occupies the seventh and eighth floors. This building is in the heart of old Philadelphia, in a district redolent of Franklin and other notables. On its site in 1841 was the office of Volney B. Palmer, the first general advertising agent in America, and the business, after several transfers, eventually passed into the Ayer agency. A New York branch of Mr. Palmer's agency is still conducted by W. W. Sharpe. Next door to the Merchant and Mariner Building is the old "United States Bank," whose charter was vetoed by President Jackson. Here Stephen Girard financed the War of 1812, and on the same ground were financed the Mexican and Civil wars.

Next in volume of general business is the Powers, Armstrong & Hanson Agency, in the North American Building. An extended account of this firm was published in *PRINTERS' INK* March 2, 1904. Mr. Powers is the son of John E. Powers. He has been connected with Rogers, Peet & Co., in New York; Wanamaker's, in Philadelphia, and other well-advertised firms. Mr. Armstrong has had an extended experience in publishing and advertising. Mr. Hanson was for many years advertising manager of the *Philadelphia Record* and *North American*. The firm is young and aggressive. It dates only from 1901, yet is at present placing such business as that of W. M. Ostrander, the Tabard Inn interests, Booklovers' Library, Victor Talking Machine, Dr. Jayne & Son, Banner Lye, Franklin Motor Car, etc.

The only other agency in Philadelphia that conducts a distinctively general business is the Clarence K. Arnold Advertising Agency, in the Bourse Building. Established about a year ago, it handles the accounts of A. B. Kirschbaum & Co., Hapgoods, Art Wall Paper Mills, La Reclame Cigars and other magazine, newspaper and mail order advertisers. No local business is placed. Mr. Arnold has long been identified with Philadelphia newspapers, and left a place as advertising manager of the *Press* to embark in his present enterprise.

Philadelphia has some strong local



agencies. One of the most prominent is that of Howard I. Ireland, 925 Chestnut street, established in 1890. Mr. Ireland was advertising manager for Strawbridge & Clothier before that. Local advertising is placed for some thirty or more retail houses, and the copy produced for each has an individual style. This business is handled on a new basis. Every day the advertisers are visited by "outside men," who correspond to reporters, gathering material which is turned in to desk men, worked up and passed over to Mr. Ireland for final shaping. Only one account is handled in any line of business, and Mr. Ireland is proud of the fact that he has never lost a client. As evidence of the success that has attended his effort to steer clear of the "syndicate" style of advertising he cites the incident of a Philadelphia retailer who had decided to advertise. This merchant addressed inquiries to three local advertisers whose publicity is distinctive, asking who wrote their ads. In all three cases the reply was "Ireland." This agency is now branching out into the general field. Among better-known general accounts it places Blasius Pianos, Fleisher Yarns, Strawbridge & Clothier, York Knitting Mills, Gorham & Company, Thomas Meehan & Sons, American Baby Carriage Factory, etc.

The Alfred Gratz Advertising Agency, 1001 Chestnut street, dates from 1896, and is conducted by Mr. Gratz in person, well known in the city as a financier, politician and newspaper man. Its business includes financial, local, general and trade paper advertising. Among its general accounts are Welsbach Light, United Gas Improvement Co., Bailey, Banks & Bidle, etc. This agency is distinguished for a habit of paying its bills on the day they are presented, and stands high in Philadelphia.

Smith, Arrison & Co., 1011 Chestnut street, is a new concern, started last February. It is very active, however, and has already secured a fine line of local and general business. All the advertising of the Oppenheimer Institute outside of New York is handled, as well as a large volume of classified advertising for summer resorts and hotels. A specialty is made of printed literature, and in the local field the firm handles the publicity of Hanscom Bros., said to be the largest

high-class grocery house in the United States, with one exception. Another important account is that of Walker & Linde, the largest furniture house in Philadelphia. A member of the firm stated that the agency's first year's business would aggregate \$200,000.

The Charles M. Snyder Advertising Co., 1524 Chestnut street, makes a specialty of street car advertising, placing the business of Campbell's Soups and the De Long Hook and Eye, as well as some local accounts. Mr. Snyder originated the classic phrase, "See that Hump?" and at present is producing the funny jingles used on the Campbell's Soup cards. The latter campaign has recently been extended to England under his supervision. Among his most attractive local productions is a series of car cards advertising Milbourne Flour.

The Van Haagen Advertising Agency, Drexel Building, has for ten years placed an extremely clean line of local advertising, and is said to have the cream of the retail accounts originating in Chestnut street. Some general business is also handled for Philadelphia manufacturers.

The Barto Agency, in the Land Title Building, is a small concern, placing the Philadelphia business of Wm. T. B. Roberts & Son, a large real estate firm. Foley & Hornberger, in the Commonwealth Building, is another small agency handling local retail business. A third agency of this class is that conducted by Morris & Wales, Provident Building. Its business is said to be entirely local.

One of the oldest agencies in Philadelphia does a large business so very quietly that few advertising men in that city even know of its existence. This is the old Viennot Advertising Agency, at 524 Walnut street, handling nothing but trade paper business. It was established, twenty-two years ago, by Jules Viennot, who died in 1898, and is now managed by Jos. H. Williamson, well known for many years in the New York trade paper field. The first agency of its kind, it is still the leader in this special field, it is said. Among its customers are the Baldwin Locomotive Works, J.G. Brill Co., Merchant & Co., Otto Gas Engine Works, Cortright Metal Roofing Co., Diamond Drill & Machine Co., Frick Co., Samuel H. French & Co., etc. A branch office is maintained in Temple Court, New York.

Philadelphia offers a peculiarly

tempting field for the advertising promoter who believes that advertising is only in its infancy. Producing innumerable manufactured articles ready for the consumer, the possibilities for developing business there are hardly surpassed in any other city of this country. The Philadelphia manufacturer is perhaps more conservative than his prototype in other industrial centers, but he is eminently solid in his business principles and usually a man of ample capital. It may need years to convince him that advertising will extend his business, but when fully persuaded that it is a good thing he is the kind of man to persevere. Furthermore, the manufactured articles produced in Philadelphia are staple, and therefore bound to respond enormously to proper advertising. It is said that a single real success in textile advertising means the beginning of an immediate development of this untouched field. The textile manufacturers are now more or less at the mercy of jobbers, and conduct their business under many disadvantages that could be abolished by advertising. A successful campaign by one will be the signal for active operations by many others. Philadelphia produces countless articles in iron and steel, ranging from locomotives to needles. It is a center for machinery, shoes, chemicals, carpets, cotton and woolen goods, with many novelties and conveniences. The volume of advertising done by the lesser manufacturers is by no means insignificant, but the real commercial interests of the city are still outside the advertising pale. A young advertising agent who has energy and infinite patience could probably find no better field in which to establish himself. Some of the best years of his life might be spent in work that appeared to produce no results whatever, but if he emigrated to Philadelphia now and worked on undismayed he would stand a better chance of ending his days in affluence than if he selected for his field of operations a city where advertising was more advanced and the competition keener.

A CHEAPLY printed but forceful mailing card is used by Owen Raymo, Wayne, Mich., to call attention to a booklet on house-painting supplied him by the manufacturer whose paint he handles. Featuring such literature ought to bring better results than where it is left to distribute itself.

## 1903 A RECORD YEAR

FOR THE

## Chicago Record-Herald

Among Chicago morning newspapers the advertising published in 1903 as compared with 1902 shows THE RECORD-HERALD gained 706 columns 71 lines. The Tribune lost 860 columns 212 lines. The Examiner and Sunday American lost 2,707 columns 99 lines.

This, notwithstanding THE RECORD-HERALD refused to publish many advertisements accepted by other papers, and all the rates of THE RECORD-HERALD are on its rate card. The only morning paper in Chicago that dare publish its circulation.

### The average circulation for

1903: Sunday, 191,317;

Daily, 154,218.

The largest two-cent circulation in the United States, morning or evening.

## In The Homes Of 50,000 Railroadmen You Talk

When You  
Advertise in the  
**Locomotive  
Firemen's  
Magazine**

For Rates and  
Affidavits of Circulation  
Address  
**JOHN F. McNAMER**  
Editor and Manager  
Commercial Club Bldg.  
Indianapolis, Ind.

**One Million Homes are  
Railroadmen's Homes**

## THE ELITE DIRECTORY OF ADVERTISING AGENTS.

COMPILED BY MR. ARTHUR KOPPEL,  
MANAGER OF THE EASTERN DE-  
PARTMENT OF THE PUBLISHERS'  
COMMERCIAL UNION, TEMPLE COURT,  
NEW YORK.

### CALIFORNIA.

#### LOS ANGELES.

Curtis-Newhall Co., 218 Wellman  
Building.

#### SAN FRANCISCO.

Barnhart & Swasey, 107 New Mont-  
gomery street.

E. C. Dake, 124 Sansome.

\*Golden Gate Advertising Company,  
3400-16th st.

### COLORADO.

#### DENVER.

W. C. Calhoun (Inc.), 1638 Curtis.

### CONNECTICUT.

#### NEW HAVEN.

\*Geo. G. Powning.

### DISTRICT OF COLUMBIA.

#### WASHINGTON.

Albert I. Shaffer, Evening Star Bldg.

### GEORGIA.

#### ATLANTA.

Geo. S. Lowman, Austell Bldg.

\*Massengale Advertising Agency, Aus-  
tell Building.

### ILLINOIS.

#### CHICAGO.

\*Banning Advertising Co., Marquette  
Building.

\*E. H. Clarke Advertising Agency, 112  
Dearborn.

Cochran Advertising Agency, 112  
Dearborn.

Will H. Dilg Advertising Agency, 12  
State.

E. Lewis Eddy, Marshall Field Bldg.  
\*Chas. H. Fuller Advertising Agency,  
114 Dearborn.

\*Robert John Co., First National Bank  
Building.

L. J. Lee & Co., Unity Building.

\*Long-Critchfield Corporation, Powers  
Building.

\*\*Lord & Thomas, Trude Building.

\*Mahin Advertising Co., 200 Monroe.  
Marsh Advertising Agency, New York  
Life Building.

Richard A. Mathews, 164 LaSalle.

Geo. H. Mead Agency, 1648 Mar-  
quette.

Morgan Advertising Agency, Stock  
Exchange Building.

\*\*Painter-Tobey-Jones Co., 35 East Ran-  
dolph.

\*Theodore P. Roberts, 112 Dearborn.  
Snitzler & Bolte Advertising Co.,  
Trude Building.

Snyder & Johnson Co., 355 Dearborn.  
\*J. L. Stack, Tribune Building.

### MARYLAND.

#### BALTIMORE.

L. A. Sandlass, Union Trust Building.

### MASSACHUSETTS.

#### BOSTON.

\*J. W. Barber, 7 Water St.

A. T. Bond, 16 Central.

\*Boston News Bureau, 7 Exchange  
Place.

Lorin F. Deland, 8 Beacon.

\*H. B. Humphrey Co., 227 Washington.

Walter C. Lewis Co., Equitable Bldg.

\*F. P. Shumway Co., 373 Washington.

James T. Wetherald Advertising

Agency, 221 Columbus Ave.

Wood, Putnam & Wood, 161 Devon-  
shire St.

### SPRINGFIELD.

J. D. Bates Advertising Agency, 310  
Main.

### MINNESOTA.

#### BATTLE CREEK.

\*Grandin Advertising Agency.

#### DETROIT.

Brownell & Humphrey, Burns Block.

\*Morse Advertising Agency, 47 Adams.

O. J. Mulford Advertising Co.,

Stevens Building.

Geo. M. Savage, Newberry Bldg.

### GRAND RAPIDS.

Shaw-Torrey Co., Ltd.

### MISSOURI.

#### MINNEAPOLIS.

\*Dollenmayer Advertising Agency, New  
Tribune Building.

#### ST. PAUL.

Brightman & Brown, German Life  
Building.

### MISSOURI.

#### KANSAS CITY.

Horn-Baker Advertising Agency, 1023  
Grand Ave.

#### ST. LOUIS.

\*\*Nelson Chesman & Co., 1127 Pine.

\*H. W. Kastor & Sons Advertising Co.,  
Fourth and Olive Sts.

H. E. Lesan Company, Third Nation-  
al Bank Building.

\*Western Advertising Co., Star Bldg.

### NEBRASKA.

#### OMAHA.

Chas. D. Thompson, 314 Karch Blk.

### NEW JERSEY.

#### ATLANTIC CITY.

Dorland Advertising Agency, 1309  
Atlantic Ave.

### NEW YORK.

#### BINGHAMTON.

\*Willis Sharpe Kilmer.

#### BROOKLYN.

Desmond Dunne Co., Washington &  
Johnson Sts.

#### NEW YORK CITY.

(Borough of Manhattan.)

Agate Advertising Agency, Temple

Court Building.

Alert Advertising Agency, Flat Iron  
Building.

Allen Advertising Agency, 617 6th  
Avenue.

American Sports Advertising Agency,  
15 Warren.

\*Amsterdam Advertising Agency, 3  
Park Place.

Bankers' & Merchants' Agency Co., 66  
Broadway.

Bates Advertising Co., 182 William.

\*Geo. Batten & Co., Potter Bldg., 38  
Park Row.

Bentz American Advertising Co., 37  
West 20th St.

\*Chasmar Winchell Advertising Agency,  
Flat Iron Building.

Henry S. Chandler, Temple Court  
Building.

- \*Dauchy & Co., 15 Murray St.  
Foster-Debevoise Co., Inc., 114 Fifth Avenue.
- \*Paul E. Derrick Advertising Agency, Tribune Building.  
Doremus & Co., 44 Broad.
- \*A. R. Elliott, 66 West Broadway.  
A. W. Erickson, 127 Duane.  
E. N. Erickson Advertising Agency, 21 Park Row.
- \*Albert Frank & Co., 25 Broad.
- \*Herman Wheaton Grannis Advertising Agency, 112-116 West 18th St.  
Hackstaff Advertising Company, Temple Court.
- Haines, McCracken & Co., Flat Iron Bldg.
- \*Ben B. Hampton, 7 West 22nd St.
- \*Homer W. Hedge Company, 120 Broadway.
- \*Hicks Advertising Agency, 132 Nassau St.  
E. T. Howard, Tribune Building, 154 Nassau St.
- \*W. H. H. Hull & Co., Tribune Bldg.  
Cornelius Ironmonger, Park Row Building.  
Albert Lewis, 5 Beekman St.  
Louis Lewis, 39 West 33rd St.  
The Magill, Flat Iron Building.  
Merrill Advertising Agency, Brown-  
ing-King Building.
- \*Chas. Meyen & Co., Tribune Building.  
J. W. Morgan, 5 Beekman.
- \*Lyman D. Morse Advertising Agency, 38 Park Row.  
North American Advertising Company, 100 William.
- W. Montague Pearsall, 203 Broadway.
- \*Frank Presbrey Co., 3-7 West 29th St.  
Joseph A. Richards, Temple Court Building.
- \*Geo. P. Rowell Advertising Co., 10 Spruce.
- \*Frank Seaman, 874 Broadway.
- \*W. W. Sharpe & Co., Bennett Bldg.
- \*J. Walter Thompson Co., 41 Park Row.  
R. V. Tobin Co., 1 Madison Square.  
Trade Paper Advertising Agency, 150 Nassau.
- Geo. B. Van Cleve Company, Temple Court.
- M. Volkman Advertising Agency, Temple Court.
- Ward & Gow, 1 Union Square.  
F. C. Williams, 108 Fulton.  
Winans Advertising Co., 132 Nassau Street.
- \*Woodbury, Ltd., 150 Fifth Ave.
- ROCHESTER.  
Johnstone Advertising Agency, Exchange Place Building.
- OHIO.  
CINCINNATI.  
Blaine-Thompson Co., Boylan Bldg.  
Chas. L. Doughty, 519 Main St.
- \*Proctor & Collier Co., 15 West 6th St.
- \*Clarence E. Runey, Runey Building.  
W. C. Van Loon, 4th & Race.
- CLEVELAND.  
\*W. N. Gates & Co., 29 Euclid Ave.
- SPRINGFIELD.  
Ralph's Advertising Co.
- TOLEDO.  
McManus-Kelly Co.
- PENNSYLVANIA.  
PHILADELPHIA.  
Clarence K. Arnold Advertising Agency, Bourse Building.

- \*\*N. W. Ayer & Son, 300 Chestnut.  
Barto Advertising Agency, Land Title Building.  
Alfred Gratz, 1001 Chestnut.
- \*H. I. Ireland Advertising Agency, 925 Chestnut Street.  
Powers, Armstrong & Hanson, North American Building.  
Chas M. Snyder Advertising Co., 1524 Chestnut.  
Smith, Arrison & Co., Mutual Life Building.
- PITTSBURG.  
W. S. Hill & Co., 304 Fourth Ave.  
Wm. S. Power Co., 228 Frick Bldg.  
E. F. Remington, 708 Penn Ave.
- WISCONSIN.  
MILWAUKEE.  
The Cramer-Krasselt Co., 201 Grand Ave.
- QUEBEC.  
MONTREAL.  
\*Desbarats Advertising Agency, Merchants' Bank Building.  
\*A. McKim & Co., 107 St. James.

The above advertising agents are pronounced by the compiler to be absolutely sound financially at the time of compilation. The names distinguished by one (\*) are recognized by a majority of publishers as top-notchers. The names marked by (\*\*) are, he asserts, placing annually a million dollars' worth of business, or more.

## LINCOLN FREIE PRESSE

LINCOLN, NEB.  
(GERMAN WEEKLY.)

Actual Average  
Circulation **145,448**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

## Manufacturers

Of food products and other goods sold under trade mark or brand will find it profitable to use THE MERCHANT AND MANUFACTURER, Nashville, Tenn., as it goes direct to the country merchants throughout the middle South.

### CLOSE TO A MILLION FAMILIES.

A million circulars stamped cost \$13,000.  
Two full columns, 40 inches, in our 1450 local weeklies reach these families, and stay with them an entire week for \$2.030—one-fifth of a cent per family. Circulars are destroyed. Local papers are kept.

### ATLANTIC COAST LISTS.

134 LEONARD ST., NEW YORK.

## WEEKLY AD CONTEST.

FOURTEENTH WEEK.

In response to the weekly ad contest

ed was deemed best of all submitted. It was sent in by Roy V. Rice, care of J. B. Thiery & Co., Milwaukee, Wis., and it appeared in the Sacramento, Cal., Bee

# I'd Like to "Show You"

what can be done by my modern dentistry methods to give you "tooth comfort," no matter how badly your teeth have been treated.

If there's anything left, I can fill those needing it, crown others, and bridge—so that you will have a set of teeth comely, comfortable, and capable.

If there isn't anything left, I can give you a set of plates that will do you more good than the originals.

And it will not cost a great deal, either. All work at my established prices. No charge for consultation or examination. See me TO-DAY.

---

## DR. J. D. POWELL

### DENTIST

Offices: 501 K St. Sacramento

---



Write me about free railroad fare, BOTH  
WAYS, to residents of outside towns.

fifty-four advertisements were received for May 7, 1904. A coupon was in time for report in this issue of mailed to Mr. Rice as provided in PRINTERS' INK. The one here reproduced the conditions of this contest.

# A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1904 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$20.50 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Aniston, Evening Star. Daily, aver. for 1903, 1,551. Republic, weekly aver. 1903, 2,316.

Birmingham, Ledger. dy. Average for 1903, 10,670. E. Katz, Special Agent, N. Y.

## ARIZONA.

Bisbee, Review, daily. W. B. Kelley, pub. In 1903 no issue less than 1,250. In 1903 no issue less than 1,750.

Phoenix, Republican. Daily average for 1903, 6,088. Chas. T. Logan Special Agency, N. Y.

## ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 1,000. Actual average for August, September, October, 1903, 5,109.

Little Rock, Arkansas Methodist. Geo. Thornburgh, pub. Actual average 1903, 10,000.

Little Rock, Baptist Advance, wy. Actual av., 1903 4,556, four months 1904 4,726.

## CALIFORNIA.

Fresno, Morning Republican, daily. Aver. 1903, 5,160, March, 6,250. E. Katz, Sp. Ag., N. Y.

Oakland, Signs of the Times. Actual weekly average for 1903, 52,342.

Redlands, Facts, daily. Daily average for 1903, 1,456. No weekly.

San Diego, San Diegoan Sun. Daily average for 1903, 2,757. W. H. Porterfield, pub.

San Francisco, Call, d'y and 8'y. J. D. Spreckels. Aver. for 1903, d'y 60,885, 8'y 71,584 (80). Av. 1903, daily 61,064; Sunday 82,016.

San Jose, Evening Herald, daily. The Herald Co. Average for year end, Aug. 1902, 5,597.

San Jose, Morning Mercury, daily. Mercury Publishing Co. Average for 1902, 6,266.

San Jose, Pacific Tree and Vine, mo. W. G. Rohmann. Actual average, 1903, 6,135. First three months, 1904, 8,166.

## CONNECTICUT.

Hartford, Times, daily. Average for 1903, 15,509. Perry Lukens, Jr., N. Y. Rep.

Meriden, Morning Record and Republican. Daily average for 1903, 7,582.

New Haven, Evening Register, daily. Actual av. for 1903, 13,571; Sunday, 11,292.

New Haven, Goldsmith and Silversmith, monthly. Actual average for 1903, 7,817.

New Haven, Palladium, daily. Average for 1903, 7,625. E. Katz, Special Agent, N. Y.

New Haven, Union. Av. 1903, 15,827, first 3 mos. 1904, 15,942. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. 1903, 5,618. Gain over 1903, 415; 3 mos. 1904, 5,642.

Norwich, Bulletin, morning. Average for 1903, 4,988; first three months 1904, 5,178.

Waterbury, Republican. Daily average 1903, 5,846. La Costa & Maxwell, Spec. Agts., N. Y.

## COLORADO.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1903, 58,798. Average for April, 1904, 48,922. Gain, 9,876.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1903, 10,784.

Wilmington, Morning News, daily. News Publishing Co., publishers. Av. for 1903, 9,928.

## DISTRICT OF COLUMBIA.

Washington Ev. Star, daily. Ev. Star Newspaper Co. Average for 1903, 84,088 (80).

National Tribune, weekly. Average for 1902, 104,599. First six mos. 1903, 112,268. Smith & Thompson, Rep., N. Y. & Chicago.

## FLORIDA.

Jacksonville, Metropolis, daily. Aver. 1903, 8,598. E. Katz, Special Agent, New York.

Tampa, Morning Tribune, daily. Tampa Tribune Pub. Co. Average for 1903, 6,610.

## GEORGIA.

Atlanta, Journal, dy. Av. 1903, 38,928. Semi-weekly 89,981.

Atlanta, News. Actual daily average, 1903, 20,104. Average April, 1904, 26,547.

Atlanta, Southern Cultivator, agriculture, semi-mo. Actual average for 1903, 26,125.

Lafayette, Walker Co. Messenger, weekly. N. C. Napier, Jr., pub. Av. for 1903, 1,640.

## IDAHO.

Boise, Capital News, d'y and wy. Capital News Ptg. Co., pub. Aver. 1903, daily 2,761, weekly 8,475.

## ILLINOIS.

Champaign, Citizen, weekly. Actual average, 1903, 1,110. Daily, average 1903, 818, April, 1904, daily, 1,177; weekly, 1,125.

Champaign, News. In 1903 no issue less than 1,100 daily and 2,400 weekly (163). First four mos. 1904, no day's issue of daily less than 2,600.

Chicago, Ad Sense, monthly. The Ad Sense Co., pub. Actual average for 1903, 8,022.

Chicago, Alkaloidal Clinic, monthly. Dr. W. C. Abbott, pub.; S. DeWitt Clough, adv. mgr. Guaranteed circulation now \$6,000. Aver. for last twelve months, 28,550, reaching over one-fourth of the American medical profession.





# A Roll of Honor—Continued.

Chicago, American Bee Journal, weekly. Actual average for 1902, 7,425.

Chicago, Bakers' Helper, monthly. H. R. Olmold. Average for 1902, 4,175 (©).

Chicago, Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Actual average for 1902 27,880, 30 weeks ending May 19, 1904, 69,162.

Chicago, Dental Digest, mo. D. H. Crouse, pub. Actual average for 1902, 7,000.

Chicago, Grain Dealers Journal, a mo. Grain Dealers Company. Av. for 1902, 4,854 (©).

Chicago, Home Defender, mo. T. G. Mauritzen. Act. av. 1902, 5,409. Last 3 mos. 1903, 54,000.

Chicago, Journal Amer. Med. Assoc. Wy. av. 1902, 2,815, Jan., Feb. Mar., 1904, 20,722.

Masonic Voice-Review, mo. Average for 1902, 26,041. For six months 1903, 26,166.

Chicago, Monumental News, mo. R. J. Haight, pub. Av. for year ending July, 1902, 2,966.

Chicago, Musical Leader & Concert-Goer, wy. Aver. year ending January 4, 12,542.

Chicago, National Harness Review, mo. Av. for 1902, 2,291. First 3 mos. 1903, 6,220.

Park and Cemetery and Landscape Gardening, mo. Av. for year ending July, 1902, 2,041.

Chicago, Record-Herald. Average for 1902, daily 154,218, Sunday 191,517.

Chicago, Retailer's Journal, monthly. Actual average for 1902, 6,785.

Chicago, The Operative Miller, monthly. Actual average for 1902, 5,666.

East St. Louis, Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,275 (192). Average first six months 1903, 14,822.

Evansville, Correct English: How to Use It, mo. Actual aver. year ending March, 1904, 19,000.

Kewanee, Star-Courier. Average for 1902, daily 6,035, weekly 1,414. Average guaranteed circulation daily for Jan'y, 1904, 5,186.

Peoria, Star, evenings and Sunday morning. Actual sworn average for 1902, 22,742.

Rockford, Register-Gazette. Dy. av. for 1902 5,554, a-wy. 7,022. Shannon, 160 Nassau.

Rockford, Republic, daily. Actual average for 1902, 6,540. La Cote & Maxwell, N. Y.

## INDIANA.

Evansville, Courier, daily and S. Courier Co., pub. Act. av. '02, 11,212 (24). Sworn av. '02, 12,618. Smith & Thompson, Sp. Rep., N. Y. & Chicago.

Evansville, Journal-News. Av. for 1902, d'y 15,552, s'y 14,120. E. Katz, Sp. Agt., N. Y.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (347). A persiflage, medium, as housewives keep every issue for daily reference.

Indianapolis, News, dy. Aver. net sales in 1902, 69,295, April, 1904, 26,562.

Lafayette, Morning Journal, daily. Sworn average 1902, 4,002, April, 1904, 4,492.

Marion, Leader, daily. W. B. Westlake, pub. Actual aver., 1902, 5,225; March, 1904, 5,722.

Munster, Star, d'y and s'y. Star Pub. Co. Aver. for 1902, d'y 22,556, s'y 19,250.

Notre Dame, The Ave Maria, Catholic weekly magazine. Actual average for 1902, 24,022.

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,220.

Richmond, Evening Item. Sworn dy. av. for 1902, 2,552. Same for Dec., 1903, 2,742.

Richmond, Sun-Telegram. Sworn av. 1902, dy. 2,511. For Feb., 1904, 2,944.

South Bend, Tribune. Sworn daily average 1902, 5,712. Sworn av. for March, 6,624.

## INDIAN TERRITORY.

Ardmore, Ardmoreite, daily and weekly. Average for 1902, dy., 1,951; wy., 3,272.

## IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400.

Burlington, Gazette, dy. Thos. Stivers, pub. Average for 1902, 5,864, Jan., 1904, 6,050.

Davenport, Times. Daily aver. 1902, 8,055, s-wy. 1,660. Daily aver. March, 1904, 9,503. Cir. guar. more than double of any Davenport daily.

Decorah, Decorah-Posten (Norwegian). Sworn av. cir'n, 1902, 29,651. March, 1904, 40,556.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, 31,892. Average for February, 1904, 24,597.

City circulation the largest of any Des Moines newspaper absolutely guaranteed. Only evening newspaper carrying advertising of the department stores. Carries largest amount of local advertising.

Des Moines, News, daily. First 3 months 1902, aver., sworn, 41,271 net; April, '04, 55,026.

Des Moines, Spirit of the West, wy. Horses and live stock. Average for 1902, 6,095.

Des Moines, Wallace's Farmer, wy. Est. 1879. Actual average for 1902, 22,769.

Muscatine, Journal. Daily av. 1902 4,249, semi-weekly 2,708, first four months 5,167.

Ottumwa, Courier. Daily aver. 1902, 4,512, semi-weekly, 7,256.

Shenandoah, Sentinel, tri-weekly. Covers Page and Fremont counties. Average 1902, 5,681.

Sioux City, Journal. Dy. av. for 1902 (sworn) 19,492, daily av. for Jan., Feb. and Mar., 1904, 20,271. Records always open. More readers in its field than of all other daily papers combined.

## KANSAS.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 260,096.

Hutchinson, News. Daily 1902, 2,768, weekly, 2,112. E. Katz, Agent, New York.

Topeka, Western School Journal, educational monthly. Average for 1902, 8,125.

Wichita, Eagle, d'y and wy. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

## KENTUCKY.

Harrodsburg, Democrat. Best weekly in best section Ky. Av. 1902, 2,222; growing fast.

Lexington, Leader. Av. '02, 2,322, sy. 4,022, 1st q't'r '04, dy. 8,922, s'y. 5,445. E. Katz, agt.

Louisville, Evening Post, dy. Evening Post Co., pub. Actual average for 1902, 26,895.

Paducah, Sun, daily. Average, 1902, 2,121; for March, 1904, 2,472.

## LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for Jan., 1904, 19,292, Feb., 20,512; March, 20,654.

New Orleans, Louisiana Planter and Sugar Mtr., wy. In 1902 no issue less than 2,000.

New Orleans, News. Dy. av. 1902, 17,522, Sunday, 17,687. E. Katz, Special Agent, N. Y.

New Orleans, The Southern Buck, official organ of Elklod in La. and Miss. Av. '02, 2,266.

## MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1902, 1,274,766.



# A Roll of Honor—Continued.

**Augusta, Kennebec Journal, d'y and w'y.** Average daily, 1903, 8,778, weekly 2,170.

**Bangor, Commercial.** Average for 1903, daily 8,918, weekly 29,006.

**Bever, Piscataquis Observer.** Actual weekly average 1903, 1,904.

**Levenson, Evening Journal, daily.** Aver. for 1903, 6,914 (©), weekly 15,452 (©).

**Phillips, Maine Woods and Woodsman, weekly.** J. W. Brackett. Average for 1903, 8,441.

**Portland, Evening Express.** Average for 1903, daily 11,740, Sunday Telegram 8,090.

## MARYLAND.

**Baltimore, News, daily.** Evening News Publishing Co. Average 1903, 44,582. For April, 1904, 58,922.

## MASSACHUSETTS.

**Boston, Globe.** Average for 1903, daily, 195,564, Sunday, 297,524.

**Largest circulation in New England.** Advertisements go in morning and afternoon editions for one price.

**Boston, New England Magazine, monthly.** America Co., pub. Average 1903, 21,580.

**Boston, Pilot, every Saturday.** Roman Catholic. Jas. Jeffrey Roche, editor. (©)

**Boston, Post, d'y.** Average for 1903, 174,178. Av. for April, 1904, d'y, 218,157. Sy. 177,050. Largest p. m. or a. m. sale in New England.

**Boston, Traveler.** Est. 1824. Actual daily av. 1903, 78,859. In 1903, 76,666. October 1, 1903, to March 1, 1904, 80,496. Largest evening circulation in New England. Reps.: Smith & Thompson, N. Y. and Chicago.

**East Northfield, Record of Christian Work, mo. 81.** Aver. for year end'g Dec. 31, 1903, 20,260. Only clean, reliable advertising taken. Rate 10c. flat, or one-half-cent per line per thousand.

**Gloucester, Daily Times.** Average for 1903, 6,580. First seven months 1903, 6,629.

**Gloucester, Cape Ann News.** Actual daily average year ending February 15, 1904, 4,804. February, 1904, average 6,016.

**Springfield, Good Housekeeping, mo.** Average for 1903, 185,992. First six months 1904, 161,166. All advertisements guaranteed.

**Springfield, Republican.** Av. 1903, d'y, 15,542 (©), Sun. 15,970 (©), w'y, 4,036.

**Worcester, Evening Post, daily.** Worcester Post Co. Average for 1903, 11,711.

**Worcester, L'Opinion Publique, daily.** Aver. Jan., 5,150. Only French paper in U. S. on Roll of Honor. R. A. Craig, N. Y. and Chicago.

## MICHIGAN.

**Detroit, Free Press.** Average for 1903, daily 42,918, Sunday 58,245.

**Grand Rapids, Evening Press, d'y.** Average 1903, 87,499. 40,000 guar. daily for 1904.

**Grand Rapids, Herald.** Average daily issue for 1903, 22,324.

**Jackson, Citizen, daily.** James O'Donnell, pub. Actual average for 1903, 2,887 (461). Average for first six months 1903, 4,528.

**Jackson, Press and Patriot.** Actual daily aver. for 1903, 5,649. Av. April, 1904, 6,454.

**Kalamazoo, Evening Telegraph.** Last six months 1903, d'y, 5,826, a. m. 8,681.

**Kalamazoo, Gazette-News, 1903, daily, 8,671.** Guarantees 4,000 more subscribers than any other daily paper published in the city. Actual 3 mo's to April 7, 9,495.

**Saginaw, Evening News, daily.** Average for 1903, 9,843. April, 1904, daily 14,286.

## MINNESOTA.

**Minneapolis, Journal, daily.** Journal Printing Co. Average for 1903, 57,818.

**Minneapolis, Farmers' Tribune, twice-a-week.** W. J. Murphy, pub. Aver. for 1903, 68,686.

**Minneapolis, Farm, Stock and Home, semi-monthly.** Actual average 1903, 72,854. Actual average January, 1904, 78,500.

**Minneapolis, N. W. Agriculturist, a. m. Feb., '03, 72,165. 75,000 guar'd. Sec. agate line.**

**Minneapolis, Svenska Amerikanaka Posten.** Swan J. Turnblad, pub. 1903, 49,057.

**Minneapolis, The Housekeeper; household monthly.** Actual average 1903, 268,250.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. Average for 1903, daily, 66,872; Sunday, 56,850. For 1903, daily average, 72,822; Sunday, 61,074. Daily average, last quarter of 1903, was 71,129; Sunday, 63,924. Sunday average for first three months of 1904 was 68,632. The daily average for the first four months of year was 85,619.

**The only Minneapolis daily listed in Russell's American Newspaper Directory that publishes its circulation over a considerable period down to date in ROLL OF HONOR, or elsewhere. The Tribune is the recognized Want Ad Medium of Minneapolis.**

**Owatonna, Chronicle, semi-w'y.** Av. for 1903, 1,896. Owatonna's leading newspaper. Present circulation, 2,100.

**St. Paul, Der Wanderer, with ag'l sup., Der Farmer im Westen, w'y.** Av. for 1903, 10,560.

**St. Paul, Dispatch, d'y.** Aver. 1903, 58,044. Present average 57,225. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1903, 78,026.

**St. Paul, Globe, daily.** Globe Co., publishers. Actual average for 1903, 21,541. First 9 mos. 1903, 21,529.

**St. Paul, News, daily.** Average 1902, 20,619. First 9 mos. 1903, sworn average 24,091 net.

**St. Paul, Pioneer-Press.** Daily average for 1902 24,151, Sunday 20,986.

**St. Paul, The Farmer, agri., a. m. Est. 1883.** Sub. Sec. Prof. Th. Shaw, ed. Act. av. year end'g February, 77,861. Actual present av. 55,000.

**St. Paul, Volkszeitung.** Actual average 1903, d'y, 11,116, w'y, 28,414, Sonntagsblatt 25,408.

**Westlicher Herold.** Aver. 1903, 22,519; Sonntags Winona, 22,111; Volksblatt des Westens, 20,045.

**Winona, Republican and Herald, daily.** Average 1903, 3,203; 1903, 4,044.

## MISSISSIPPI.

**Vicksburg, American, daily.** In 1903, no issue less than 1,550. In 1903, 1,900 copies.

## MISSOURI.

**Joplin, Globe, daily.** Average 1903, 10,510. Mar., 1904, 11,491. E. Katz, Special Agent, N.Y.

**Kansas City, Journal, d'y and w'y.** Average for 1903, daily 60,968, weekly 188,726.

**Kansas City, Weekly Implement Trade J'n'l.** Av. Aug., 1903, 9,187. Av. 3 mo. 1903, 9,595.

**Kansas City, World, daily.** Aver. 1902, 62,978 (flat). First 9 mos. 1903, aver., sworn, 61,453.

**Springfield, Sunny South, monthly.** Actual average for 1903, 2,328.

**St. Joseph, News and Press.** Daily aver. for 1903, 20,419. Last 3 mos. 1903, 25,025.



# A Roll of Honor—Continued.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1903, \$7,950.

National Farmer and Stock Grower, mo. Av. 12 mos. end. Dec., 1903, 106,625. 1902, 68,583.

St. Louis, Star. Actual daily average for 1903, 64,878.

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1903, 1,645,511. Actual proven average for past 7 months 1,556,468. Every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

## MONTANA.

Anaconda, Standard. Daily average for 1903, 16,809. MONTANA'S BEST NEWSPAPER.

Butte, American Labor Union Journal, weekly. Average 1903, 20,549 general circulation.

Butte, Inter-Mountain, evening. Actual sworn net circulation for 1903, 10,617. Guarantee largest circulation in State of Montana. Sworn net circulation for January, 1904, over 14,155.

Helena, Record, evening. Record Publishing Co. Average for 1903, 10,091 daily. Average for 1902, 8,754 weekly.

## NEBRASKA.

Lincoln, Daily Star. Actual average for 1903, 11,163. April, 1904, 14,485.

Lincoln, Deutsch-American Farmer, weekly. Actual average for 1903, 158,525.

Lincoln, Freie Presse, weekly. Actual average for 1903, 159,400.

Lincoln, Nebraska Teacher, monthly. Towne & Crabtree, pub. Average for 1903, 5,810.

Lincoln, Western Medical Review, mo. Av. gr. endg. May, 1903, 1,900. In 1902, 1,660.

Omaha, Den Danske Pioneer, w. Sophus F. Nebel Pub. Co. Average for 1902, 28,478.

Omaha, News, daily. Aver. for 1902, 32,777. First 3 months 1903, sworn average 40,055.

## NEW HAMPSHIRE.

Franklin Falls, Journal-Transcript, weekly. Towne & Robie. Actual average 1903, 3,560.

## NEW JERSEY.

Ashbury Park, Press, dy. J. L. Kimmonth, pub. Actual average 1903, 3,792. In 1902, 3,556.

Camden, Daily Courier. Est. 1878. Net aver. circulation for 6 mos. end. April, 30, 1904, 7,702.

Camden, Post-Telegram. Actual daily average, 1903, 3,798 sworn. Jan., 1904, 5,839.

Clayton, Reporter, weekly. A. F. Jenkins, Pub. Actual average for 1903, 2,019.

Hoboken, Observer, daily. Actual average 1902, 18,097; Sept., 1903, 22,751.

Jersey City, Evening Journal. Average for 1903, 19,912. First three months 1904, 20,974.

Newark, Evening News. Evening News Pub. Co. Av. for 1903, daily 58,896. Sunday 16,391.

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1903, 5,125.

Red Bank, Register, weekly. Est. 1878. John H. Cook. Actual average 1903, 2,961.

## NEW YORK.

Albany, Journal, evening. Journal Co. Average one year to April 30, 1904, 17,325.

Albany, Times-Union, every evening. Establ. 1856. Average for first three months 1904, 29,626.

Blauvelt, Evening Herald, daily. Herald Co. Average for first three months 1904, 12,310.

Buffalo, Courier, morn.; Enquirer, even. W. J. Conners. Aver. for 1903, morning 50,832, evening 28,082; Sunday average 68,586.

Buffalo, Evening News. Daily average 1903, 79,408. First 3 months 1904, 85,949.

Catskill, Recorder, weekly. Harry Hall, editor. 1903 av., 3,408. Av. last 3 months, 3,566.

Cortland, Democrat, Fridays. Est. 1840. Aver. 1903, 2,248. Only Dem. paper in county.

Le Roy, Gazette. Est. 1836. Aver. 1903, 2,254. Larg. w. circ. Genesee, Orleans & Niagara Cos.

Mount Vernon, Daily Argus. Average 1903, 2,959. Westchester County's leading paper.

Newburgh, News, daily. Av. for 1903, 4,487, 1,000 more than all other Newburgh papers combined.

## New York City.

American Engineer, m. R. M. Van Arsdale, pub. Av. 1903, 8,876. Av. for 1904, 4,600.

American Machinist, w. y. machine constr. (Also European edition.) Average 1903, 20,475.

Army & Navy Journal. Est. 1883. Weekly aver. for 1903, 9,026. Present circulation (May 7) 9,415. W. C. & F. F. Church, pub.

Automobile, weekly. Flatiron Building. Average circulation 1903, 10,632.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1903, 4,450. Average for last three months 1903, 4,700.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1903, 29,208. Your advertisement in Benziger's Magazine will bring you business, because its circulation has

**QUANTITY, CHARACTER, INFLUENCE.**

Benziger's Magazine is sold only by yearly subscription, and those who advertise in its columns reach a very desirable class of people. Advertising rates, 25 cents per page line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1902, 26,844 (C) (673).

Dry Goods, monthly. Max Jaegerhuber, publisher. Actual average for 1903, 4,866.

El Comercio, mo. Spanish export. J. Shepard Clark Co. Average for 1902, 5,875.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1903, 6,885 (C) (C).

Elite Styles, monthly. Purely fashion. Actual average for 1903, 62,125.

Engineering News. A weekly journal of civil, mechanical, mining and electrical engineering. Average circulation 1903, 12,642 (C) (C).

Forward, daily. Forward Association. Average for 1902, 81,709.

Four-Track News, monthly. Actual av. paid for six months ending May, 1904, 77,600; June edition guaranteed 100,000.

Haberdashier, mo. est. 1821. Actual average for 1903, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware, semi-monthly. Average for 1902, 8,802 (683); average for 1903, 9,531.

Hardware Dealers' Magazine, monthly. In 1903 no issue less than 17,000. (C) (C).

Junior Toilettes, fashion monthly. Max Jaegerhuber, pub. Actual average 1903, 86,540.

Lealle's Monthly Magazine, New York. Average circulation for the past 12 months, 215,634. Present average circulation 228,276.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,225.

Music Trade Review, music trade and art weekly. Aver. for 1902, 5,452.

Newspaperdom, w. y. Recognized journal of newspaper pub'g and adv'g. Aver. 1903, 2,159.

# A Roll of Honor—Continued.

## Schenectady Gazette

Schenectady,  
New York,  
56,096

Actual average for 1903....**11,623**  
April, 1904.....**12,977**

Over 10,000 of this circulation is within the city of Schenectady. A police census of Schenectady just finished shows the population to be 56,096, and the number of families 12,047. This shows 10 GAZETTES sold to every 12 families in Schenectady. We believe this record equaled by few newspapers in the United States.

All this circulation is "quality" circulation, meaning thereby that none of it has been solicited nor put on by means of premiums of any sort or in any way except by getting out a good newspaper.

All out-of-town subscriptions strictly paid in advance and stopped at expiration of subscription.

All city circulation absolutely cash monthly, the record for two years in bad debts being less than \$5.00.

This is what we mean by "quality" circulation; circulation among the kind of "quality" that pay their bills promptly, which is the only kind of "quality" that the merchant cares a rap about.

Street sales of the GAZETTE amount to less than 2,000 a day, all the balance of the circulation being delivered by carrier.

### ONE EDITION.

A five years' rating in Rowell's American Newspaper Directory is the best guarantee we know of the proof of our circulation claims, but to any who wish more proof the GAZETTE's books are open always.

New Thought, monthly. 27 E. 23d St., New York. Sydney Flower, publisher. Number of copies and advertising rates given each month on first page reading matter. Sample copy free for the asking. North examination. New Thought has made money for all its advertisers. Discount to agencies, 25 per cent from published rates. Average for 1903, 104,977.

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pubs., 8 Spruce street. (C.)

Pocket List of Railroad Officials, gly. Rail'r'd & Transp. Av. 1903, 17,696; av. 1902, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1903, 4,914.

Printers' Ink, weekly. A journal for advertisers, \$3.00 per year. Est. 1888. Average for 1903, 11,001. Issue May 15, 1904, 22,500 copies.

Railroad Gazette, railroad and engineering weekly. 83 Fulton street. Est. 1856. (C.)

The Central Station, monthly. H. C. Cushing, Jr. Average for year ending May, 1903, 2,482.

The Ladies' World, mo., household. Average net paid circulation, 1903, 450,155.

The People's Home Journal, 515,250 monthly. Good Literature, 454,333 monthly, average circulations for 1903—all to paid-in-advance subscribers. F. M. Lupton, Publisher.

The World. Actual aver. for 1903, Morn., 278,607, Evening, 257,102. Sunday, 325,650.

Toilettes, fashion, monthly. Max Jagerhuber, publisher. Actual average for 1903, 61,500.

Wilshire's Magazine. Gaylord Wilshire, ed., 123 E. 23d St. Act. av. ending Sept., 1902, 46,000 (1903). Actual av. first eight mos. 1903, 100,625.

Rocheater, Case and Comment, mo. Law. Av. for 1903, 20,000; 4 years' average, 20,156.

Schenectady, Gazette, daily. A. N. Llecty. Average for 1903, 9,097. Actual average for 1903, 11,623.

Syracuse, Evening Herald, daily. Herald Co., pub. Av. 1903, daily 23,107, Sunday 22,496.

Utica, National Electrical Contractor, mo. Average for 1903, 2,708.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1903, 14,004.

Warsaw, Western New Yorker, weekly. Average for 1903, 3,302. In county of 32,000 with no daily.

Wellsville, Reporter. Only dy. and s.-w. in Co. Av. 1903, daily, 1,124; semi-weekly, 2,558.

### NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Act. daily av. 1903, 5,582; Sunday, 6,791; semi-weekly, 3,800. First three months 1904, 6,575.

Elizabeth City, Tar Heel, weekly. Actual average 1904, 2,500. Covers ten counties.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872.

### NORTH DAKOTA.

Grand Forks, Herald, dy. av. for Feb 1904, 2,811. With guar. 5,800 for year, N. Dakota's BIGGEST DAILY. La Crosse & Maxwell, N.Y. Rep.

Grand Forks, Normanden, weekly. Av. for 1903, 5,451. Guar. 6,800 after March 9th, 1904.

Wahpeton, Gazette. Average 1903, 1,564 (3). Present circulation, 1,800; semi free, 1,500. Total, 3,300.

### OHIO.

Akron, Beacon Journal. Average 1903, 2,202. N. Y., 223 Temple Court. Av. March, 1904, 9,125.

# A Roll of Honor—Continued.

**Cincinnati, Enquirer.** Established 1842. Daily (©), Sunday (©). *Beckwith, New York.*

**Cincinnati, Mixer and Server,** monthly. Actual average for 1902, 18,088. Actual average for 1903, 48,625. *Official organ Hotel and Restaurant Employees' Int. Alliance and Bartenders' Int. League of America. WATCH US GROW.*

**Cincinnati, Times-Star,** dy. Cincinnati Times-Star Pub. Co. Act. average for 1902, 148,018. Actual average for 1903, 145,164.

**Cleveland, Current Anecdotes (Preachers' Mag.),** mo. Av. year ending Dec., 31, '03, 15,750.

**Cleveland, Plain Dealer.** Est. 1841. Actual daily average 1902, 66,445; Sunday, 60,759. April, 1904, 75,585 daily; Sunday, 67,060.

**Columbus, Press,** daily, Democratic. Press Printing Co. Actual av. for 1902, 24,989.

**Dayton, News,** dy. News Pub. Co. Average for 1902, 16,407. March, 1904, 19,075.

**Dayton, Young Catholic Messenger,** semi-mo. Geo. A. Pfau. Av. for 1903, 31,125.

**Lancaster, Fairfield Co. Republican.** In August, '02, no issue less than 1,680 for 2 years.

**Mansfield, News,** daily-weekly. Average 1902, 4,151. N. Y. office, 522 Temple Court.

**Springfield, Farm and Fireside,** agricultural, semi-monthly, est. 1871. Actual average for 1902, 311,290. Actual average for first six months, 1903, 340,875.

**Springfield, Press-Republic.** Av. 1902, 9,282; April, '04, 10,155. N. Y. office, 522 Temple Court.

**Springfield, Woman's Home Companion,** household monthly, est. 1873. Actual av. for 1902, 262,666. Actual average for first six months 1903, 285,166.

**Toledo, Medical and Surgical Reporter,** mo. Actual average 1903, 10,088.

**Youngstown, Vindicator.** Dy. av. '03, 11,009. *LaCoste & Maxwell, N.Y., Eastern Reps.*

## OKLAHOMA.

**Guthrie, Oklahoma Farmer,** wy. Actual average 1902, 25,020.

**Guthrie, Oklahoma State Capital,** dy. and wy. Av. for 1902, daily 20,062, weekly 25,014. Year ending July 1, '03, dy. 19,868; wy. 25,119.

**Oklahoma City, The Oklahoman.** 1903 av. 5,516; April, '04, 7,798. *E. Katz, Agent, N.Y.*

## OREGON.

**Astoria, Lannetor.** C. C. C. Rosenberg, Finnish, weekly. Average 1902, 1,898.

**Portland, Evening Telegram,** dy. (ex. Sun). *Sworn circ's 1903, 17,648. In 1902 16,866.*

**Portland, Pacific Miner,** semi-mo. Av. year ending Sept., 1902, 5,808; first 3 mos. 1903, 4,912.

## PENNSYLVANIA.

**Chester, Times,** ev'g dy. Average 1902, 8,187. N. Y. office, 280 B'way. *F. R. Northrup, Mgr.*

**Connellsville, Courier,** daily. Av. for 1902, 1,848, weekly for 1903, 2,000, daily average April, 1904, 3,019.

**Erie, People,** weekly. Aug. Klenke, Mgr. Average 1902, 3,025.

**Erie, Times,** daily. Average for 1902, 11,208. March, 1904, 12,788. *E. Katz, Sp. Ag., N.Y.*

**Harrisburg, Telegraph,** dy. Actual daily av. 1902, 10,256. Average, year ending February, 10,544. Average, March, 11,016.

**Philadelphia, American Medicine,** wy. Av. for 1902, 19,327. *Av. March, 1903, 16,827.*

**Philadelphia, Press.** Av. circ. over 100,000 daily. Net average for April, 1904, 115,901.

## The Philadelphia Bulletin's Circulation

The following statement shows the actual circulation of THE BULLETIN for each day in the month of April, 1904:

1	169,109	16	186,083
2	183,185	17	Sunday
3	183,185	18	192,140
4	174,040	19	187,788
5	180,287	20	183,548
6	178,870	21	187,185
7	181,778	22	186,241
8	178,076	23	185,527
9	175,156	24	Sunday
10	Sunday	25	184,444
11	183,151	26	179,849
12	184,273	27	181,187
13	186,343	28	183,949
14	188,115	29	183,071
15	189,717	30	180,335

Total for 30 days, 4,749,574 copies.

NKT AVERAGE FOR APRIL,

## 182,679 copies per day

THE BULLETIN's circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WM. L. MCLEAN, Publisher.

Philadelphia, May 4, 1904.

There are about 250,000 homes in Philadelphia, and THE BULLETIN goes into a majority of them every evening.

**Philadelphia, Camera,** monthly. Frank V. Chambers. Average for 1902, 6,748.

**Philadelphia, Farm Journal,** monthly. Wilmer Atkinson Company, publishers. Average for 1902, 5,44,076. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of 'Advertising to the Farm Journal.' After canvassing 'of merits extending over a 'period of half a year, that paper, among all 'those published in the United States, has been 'pronounced the one that best serves its purpose 'as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, 'through its advertising columns."

**Philadelphia, Sunday School Times,** weekly. Average for 1902, 101,515. Average to July 1, 1903, 108,057. Religious Press Assn., Phila.

**Pittsburg, Chronicle-Telegraph.** Av., 1902, 67,842. *Sworn statement on application.*

**Pittsburg, Gazette,** dy and Sun. Av. d'y for 1903, 60,056. *Sworn statement on application.*

**Pittsburg, Labor World,** wy. Av. 1903, 18,088. *Reaches best paid class of workmen in U.S.*

**Scranton, Times,** every evg. E. J. Lynett. N. Y. for 1902, 21,604. *LaCoste & Maxwell, N.Y.*

**Warren, Forenings Vannen,** Swedish, mo. Av. 1902, 1,541. Circulates Pa., N. Y. and O.

**Washington, Reporter,** daily. John L. Stewart, gen. mgr. Average for 1902, 5,697.

**West Chester, Local News,** daily. W. H. Hodgson. Average for 1902, 15,168.

**Williamsport, Grit,** America's Greatest Weekly. Net paid average 1902, 181,868. *Smith & Thompson, Eggs, New York and Chicago.*

**York, Dispatch,** daily. Dispatch Publishing Co. Average for 1902, 8,108.

# A Roll of Honor—Continued.

## RHODE ISLAND.

Providence, Daily Journal, 16,485 (©©). Sunday, 19,892 (©©). Evening Bulletin \$6,858 average 1903. Providence Journal Co., pub.

Westerly, Sun. Geo. H. Utter, pub. Average 1903, 4,888. Only daily in So. Rhode Island.

## SOUTH CAROLINA.

Anderson, People's Advocate, weekly. G. P. Browne. Average 1903, no issue less than 1,750.

Charleston, Evening Post. Actual dv. aver. for 1903, 2,842. First 3 months 1904, 2,170.

Columbia, State, daily. State Co., publishers. Actual average for 1903, daily, 6,508; semi-weekly, 2,015; Sunday, 7,706. First 3 months 1904, daily 7,440, Sunday 8,546.

## SOUTH DAKOTA.

Sioux Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1903, 5,819. Actual daily aver. for 1903, 8,882.

## TENNESSEE.

Chattanooga, Southern Fruit Grower, mo. Actual average 1903, 17,855. Rate, 15 cents per line. Average for January, 1904, 19,177.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,650. First 6 mos. 1903, 1,425.

Lewisburg, Tribune, semi-weekly. W. M. Carter. Actual average 1903, 1,201.

Memphis, Commercial Appeal, daily. Sunday, weekly. Average 1903, daily 28,989, Sunday 59,080, weekly 77,821 (964). March, 1904, daily 54,552, Sunday 47,296, weekly 82,468.

Memphis, Morning News. Actual daily average for 1903, 17,594; March, 1904, average 21,758.

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,072. Av. for April, 1904, 21,551. Only Nashville daily eligible to Roll of Honor.

Nashville, Progressive Teacher and South'n School Journal, mo. Av. for 1902, 8,400.

## TEXAS.

Dallas, Retail Merchant, mo. (formerly Retail Grocer and Butcher). Julian Capers, publisher. Average for 1903, 1,102; March, 1904, 1,215.

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1903, 2,744.

La Porte, Chronicle, weekly. G. E. Kopple, publisher. Average for 1903, 1,229.

Paris, Advocate, dy. W. N. Furey, pub. Actual average, 1903, 1,827.

## UTAH.

Ogden, Standard. Wm. Glassman, pub. Av. for 1902, daily 4,022, semi-weekly 3,051.

## VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1903, 2,710. Last six months 1903, 2,822.

Burlington, Free Press. Actual daily average 1903, 5,566. Circulation examined by Am'n of Amer. Ad. Only Vermont paper examined.

Burlington, News. Jos. Auld. Actual daily average 1903, 5,046, sworn av. April, 5,452.

## VIRGINIA.

Norfolk, Dispatch, daily. Sworn average for 1903, 5,092; for 1903, 7,432; February, 8,448; March, 9,241.

Richmond, News Leader, every evening except Sunday. Daily average February 1, 1903, to February 1, 1904, 27,414. The largest circulation between Washington and Atlanta.

## WASHINGTON.

Tacoma, Ledger. Dy. av. 1903, 12,717; Sy., 15,615; w'y., 8,912. Average 4 mos. 1904, dy., 14,511; Sy., 18,289; w'y., 9,432. S. C. Beckwith, rep., Tribune Bldg., N. Y. & Chicago.

## WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,504 (1000).

Wheeling, News. Daily paid circ'n 9,707. Sunday paid circ'n 10,229. For 12 months up to April 1, 1904. Guarantees a paid circulation equal to any other two Wheeling papers combined.

## WISCONSIN.

LaCrosse, Leader-Press, daily. Actual average 1903, 5,590.

Milwaukee, Evening Wisconsin, d'y. Evg. Wisconsin Co. Average for 1903, 21,981; December, 1903, 25,090; April, 1904, 25,665 (©©).

## THE EVENING WISCONSIN.

"For the purpose of reaching the intelligent and well-to-do people of Milwaukee I would put the Evening Wisconsin first," said Mr. J. Simon, manager of the Boston Store. He also said: "I would give more for 25,000 circulation of the Evening Wisconsin kind than a hundred thousand of the other kind."

Milwaukee, Germania-Abendpost, dy. Av. for year end'g Feb., '04, 22,276; av. Feb., '04, 24,508.

Milwaukee, Journal, daily. Journal Co., pub' Av. end. Feb., 1903, 22,504. April, 1904, 29,618.

Oshkosh, Northwestern, daily. Average for 1903, 6,458.

Racine, Journal, daily. Journal Printing Co. Average for 1903, 5,709.

Racine, Wisconsin Agriculturist, weekly. Average for 1903, 22,181. First 3 months 1904, 24,720. Advertising \$2.10 per inch.

Waupesa, Post, weekly. Post Publishing Co. Average for 1903, 2,528. All home print.

## BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol publisher. Average for 1903, 5,937.

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1903, 2,695.

## MANITOBA, CAN.

Winnipeg, Der Nordwesten, German w'y. Av. for 1903, 9,565. Only medium in special field.

Winnipeg, Free Press, daily and weekly. Average for 1903, daily, 18,824; weekly, 12,906. Daily, April, 1904, 25,611.

## NOVA SCOTIA, CAN.

Halifax, Herald and Evening Mail. Av. 1903, 8,571. Average 1903, 9,941. April, 1904, 15,296.

## ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1903, 5,875.

Toronto, Star, daily. Average for 1903, 20,971. April, 1904, 21,305.


## QUEBEC, CAN.


Montreal, Herald, daily. Est. 1902. Actual average for 1903, 22,515.

Montreal, La Presse. Treffe Berthiaume, publisher. Actual average 1903, daily 70,429. Average April, 1904, 80,116.

Montreal, Star, dy. & w'y. Graham & Co. Av. for '02, dy. 55,072, w'y. 121,418 (1000). Six mos. end. May 31, '03, dy. av. 52,147, w'y. 122,157.

# THE WANT-AD MEDIUMS OF THE COUNTRY.

 Printers' Ink has always held that newspapers which carry the largest number of want advertisements are closest to the hearts of the people, and are for that reason not only prosperous, but of a distinct profitableness to an advertiser.

 Publications entitled to be listed under this heading are charged 10 cents a line a week. Six words make a line.

## CALIFORNIA.

**THE Times** prints more "Want" and other classified advertisements than the other five newspapers in Los Angeles combined. It is the medium for the exchange of commercial intelligence throughout the whole Southwest.

**Rate**—ONE CENT A WORD FOR EACH INSERTION; minimum charge 25 cents. **Sword** daily average for year 1903, 30,456 copies. Sunday circulation regularly exceeds 51,000 copies.

## COLORADO.

**THE Denver Post**, Sunday edition, May 22, 1904, contained 3,231 classified ads, a total of 76 3-10 columns. The **Post** is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the **Post** is five cents per line each insertion, seven words to the line.

## DELAWARE.

**DISCRIMINATIVE** readers take advantage of the **Wilmington EVENING JOURNAL** to have their wants filled. Half cent a word.

**THE Wilmington MORNING NEWS** is the paper for results—for "Wants" and other classified advertisements. Only morning paper.

## DISTRICT OF COLUMBIA.

**THE Washington, D. C., EVENING STAR** (66) carries DOUBLE the number of WANT Ads of any other paper in Washington and more than all of the other papers combined.

**MAKE COMPARISON ANY DAY.**

## GEORGIA.

**THE Atlanta JOURNAL** carries three times as many Wants as its chief competitor.

## ILLINOIS.

**THE Cairo BULLETIN** carries more than twice as many paid Want ads as the other three local newspapers combined.

**THE Chicago DAILY NEWS** is the city's "Want ad" directory. It published during the year 1903 10,731 columns of "classified" advertising, consisting of 634,636 individual advertisements. Of these 306,556 were transmitted to the **DAILY NEWS** office by telephone. No free Want ads are published. The **DAILY NEWS** rigidly excludes all objectionable advertisements. "Nearly everybody who reads the English language in, around or about Chicago reads the **DAILY NEWS**," says the **Post Office Review**.

## INDIANA.

**TERRE HAUTE STAR** carries more Want ads than all other **Terre Haute** dailies.

**THE MARION LEADER** is acknowledged the best result getter for classified advertisers. One-half cent per word each insertion.

**MUNCIE STAR** carries more Want ads than any other Indiana morning newspaper, with the exception of the Indianapolis **STAR**.

**INDIANAPOLIS STAR** since January first has more than doubled the volume of its Classified advertising. On Sunday, April 10, the **STAR** carried more than two full pages of Want Ads.

**THE Indianapolis News** in 1903 printed 135,594 more classified advertisements than all other dailies of Indianapolis combined, and printed a total of 364,133 separate and distinct paid Want advertisements.

## KENTUCKY.

**THE Owensboro DAILY INQUIRER** carries more Want ads every week than any other Owensboro newspaper carries in any month. Eighteen words one week, 25c.

## MARYLAND.

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**THE Brockton (Mass.) DAILY ENTERPRISE** carries more than a solid page of "Want" ads—30 words 5 days, 25c. Copy mailed free.

**THE Boston GLOBE**, daily and Sunday, carries more Want ads than any other paper in New England because it brings results to the advertiser. A trial convinces.

**MORE** advertisements of "Houses for the Summer" are published in the **Boston EVENING TRANSCRIPT** than in any other paper in America. It is the leading resort medium of New England.

## MINNESOTA.

**FIGURES** that prove that the **Minneapolis JOURNAL** carries the most "Want ads" of any daily paper in the Northwest:

	Journal.	Nearest Daily Competitor.
Year 1903	2,990 cols.	1,900 cols.
Jan. 1904	203 "	118 "
Feb. 1904	194 "	118 "
Mar. 1904	203 "	145 "

**THE MINNEAPOLIS TRIBUNE** is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 80,000 subscribers, which is more than 30,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis than any other evening paper. It publishes over 50 columns of Want advertisements every week at full price, no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of Wanted advertisements or the amount in volume.

## MISSOURI.

**THE Kansas City TIMES** (morning), **The Kansas City STAR** (evening) carry all of Kansas City's "Wants." **The Kansas City SUNDAY STAR** prints over eight pages of paid Wants every Sunday. The reason—because everybody in Kansas City reads the **TIMES** and the **STAR**.

**THE Joplin GLOBE** is the leading daily in the Missouri-Kansas Lead and Zinc Mining district. Circulation over 11,000. A page of Want ads. Send for sample copy.

**THE Kansas City JOURNAL** (every morning including Sunday), one of the recognized Want ad mediums of the United States; 41 to 56 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 5 cents a nonpaid line.

## NEBRASKA.

**THE Lincoln DAILY STAR**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 12,000 daily. Rates, 1 cent per word. Special Saturday rate, 15 words only, 3 times, 15 cents, cash. **DAILY STAR**, Lincoln, Neb.



NEW YORK.

THE POST-EXPRESS is the best afternoon Want ad-medium in Rochester.

BROOKLYN DAILY EAGLE, New York City. The great want and classified advertising medium in Greater New York. Carries more summer resort advertising than any other paper in the United States.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

EVENING JOURNAL, Albany, N. Y., covers the field of Eastern New York for want or classified advertising.

IT DOES NOT PAD ITS COLUMNS WITH FAKE ADVERTISEMENTS TO MAKE BIG SHOW.

IN New York City the STAATS ZEITUNG (©) is the leading German daily, carrying the largest amount of Want advertisements. It reaches the great masses of intelligent Germans in and around the great American metropolis.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Charges for advertisements, ten cents a line per issue flat; six words to a line. Sample copies, ten cents.

OHIO.

THE DAYTON, O., HERALD has the call for classified advertisements in Dayton. It's the home paper and gives results.

THE MANFIELD NEWS publishes daily more Want ads than any other 20,000 population newspaper; 30 words or less 3 consecutive times or less, 5c.; one cent per each additional word.

THE TROY RECORD gives wants circulation 1,128 homes (average for 1905) in Troy and Central Miami County, Ohio. Average last week, 1,381. Thirty words, one week, 5c., extra words 1c.

DURING the month of April, 1904, the Dayton, O., NEWS carried 26 1/2 more want advertising than its nearest competitor, regardless of its price being twice that of its nearest competitor. The NEWS has just established 26 branch stations in representative parts of the city, and its want columns will be better than ever.

RHODE ISLAND.

A GLANCE at the "Want" page of the Providence, R. I., DAILY NEWS will convince any reader that it stands second to none in Providence as a "Want" ad medium. We make a specialty of this business. One cent a word first time, 1/2 cent subsequent insertions.

TEXAS.

FORT WORTH SUNDAY TELEGRAM—3,400 paid. Wants, 1 cent a word. A sure puller. Test solicited.

TEXAS STOCKMAN JOURNAL, Fort Worth—Only exclusive stock paper in Texas. Circulation 12,000. Wants, 1 cent a word.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

PHILADELPHIA—THE EVENING BULLETIN. If you have not received the right returns from your Want advertising in Philadelphia, try the BULLETIN. BULLETIN Want Ads pay, because in Philadelphia Nearly Everybody Reads the BULLETIN. The BULLETIN has by many thousands the largest city circulation of any Philadelphia newspaper, and goes daily into more Philadelphia homes than any other medium. The BULLETIN will not print in its classified columns advertisements that are misleading or of a doubtful nature; nor those that carry stamp or coin clauses; nor those that do not offer legitimate employment.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (37,414 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

BRITISH COLUMBIA.

THE Victoria COLONIST covers the entire province of British Columbia (branch office in Vancouver). More "WANT" ads appear in the Sunday COLONIST than in any other paper west of Winnipeg. The following is commended to the attention of advertisers looking for trade in B. C.:

"Mr. Sarel, of the B. C. Book Store (Vancouver), recently advertised in the Victoria COLONIST, the Vancouver News-Advertiser and an afternoon Vancouver paper in connection with the purchasing of a ranch. It has been ascertained by the COLONIST correspondent that the replies through the COLONIST were nine in number and more numerous than the other two papers combined."—Extract from a letter received from Vancouver correspondent of the COLONIST.

CANADA.

THE Toronto DAILY STAR is necessary to any advertiser who wants to cover the Toronto field. It is the paper of the present and the future. Sworn daily average circulation, 31,000.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

THE great Want ad medium of Hamilton, Canada, is the HERALD, the independent newspaper. The HERALD is the only Hamilton newspaper that furnishes detailed statement of circulation sworn to by president and circulation manager. Books always open. The HERALD is famous for results, and gives better returns than all other Hamilton mediums combined. Want ad rates one cent a word, six insertions for four cents a word cash.

BY actual count, the EVENING TELEGRAM of Toronto carries more classified advertising than any other Canadian paper, and as much as the other five dailies in Toronto combined. The EVENING TELEGRAM published 24,222 classified ads in April, and for the first two weeks in May, 18,211. It is not only the greatest "Want Ad" medium, but one of the strongest advertising propositions in this country. Skeptics please investigate. Daily average circulation for April, 22,350, 10,000 lines, 12 months, 5c. per line. 20,000 lines, 5c. per line.

"ALL the Way Home" is a crudely printed booklet with illustrations that are fearful and wonderful from the artistic standpoint. It describes Lincoln Park, a subdivision put in the market by the Edgewood Land and Improvement Co., of Knoxville. The company's address is not clearly stated, nor is the proposition condensed for readers in a hurry. Such a booklet may bring results from people who will read it, but returns could be increased by a little attention to those who don't.

BATTAK bamboo furniture, made by Harris & Harrison, Richmond, Va., is expounded from the selling and satisfaction standpoints in a little maker-to-dealer talk. A cut of a single piece of the furniture would have given the folder completeness.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Subscription price, five dollars a year, in advance. Ten cents a copy. Six dollars a hundred.

## ADVERTISING RATES:

Classified advertisements, Advertising Agents and Want Ad Mediums, set in pearl, beginning with a two-line initial letter, but containing no other type larger than pearl, 10 cents a line, \$20 a page.

Displayed advertisements 30 cents a line, pearl measure, 16 lines to the inch (\$3); 300 lines to the page (\$60).

For specified position (if granted), 25 per cent additional.

For position (full page) first on first or last on last cover, double price.

For inside of cover pages or first advertisement on a right-hand page (full pages) or for the central double pages printed across the centre margin, 50 per cent additional.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

Advertisers to the amount of \$10 are entitled to a free subscription for one year.

CHARLES J. ZINGG,

Publisher,

Business Manager and Managing Editor.

OFFICES. NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JUNE 1, 1904.

## POINTERS.

Easy reading makes good advertising if facts are well selected. Clear, simple writing makes easy reading. After the ad has been couched in limpid English, however, it may be further improved by certain typographical tricks. Every novice knows the value of frequent paragraphs. Next to this comes the plan of separating the paragraphs from one another by asterisks—thus:

\* \* \*

Small ornaments may be used instead. Some booklets have specially drawn symbols, such as miniature old-fashioned lanterns, or candles, to illuminate the argument in a brochure on piano lamps. These are easily drawn in silhouette, and cost very little for etching. A solid page of type matter is not attractive at first glance. White space makes it palatable. Care must be had, though, to use even white space with discrimination, for it may be overdone. The practice of printing a single sentence on the page, set like a display

ad in several styles of type, is not good. When you have won the reader's eye it is as well to give him a half-dozen sentences. Too little matter is as great an error as too much.

The black fist is an excellent typographical tool when not utilized too frequently. Such a symbol on a light page of matter invariably draws the eye, but emphasis of this sort must be used sparingly. A character even more potent for this purpose is the arrow. Underscoring, italics, small capitals, passages in red ink and similar devices are hackneyed, and count for little. They mar the appearance of the page, and are not worth while. Where there is a great deal of solid matter, as in a newspaper page, it should be broken up into groups of facts and separated with rule or ornaments. The solid page offers no point for the eye to rest on. The "eyeful" may be regarded as the unit in such arrangements. The style now followed on most publications of lighting up the pages thus was originally meant to break solid matter into eyefuls. It has been greatly abused by some of the Sunday papers, however. Editors seem to lose sight of the original purpose, and break up articles with little regard for continuity, so that a page is a patchwork of detached paragraphs around an unshapely illustration. Marginal illustrations help booklets and single column ads. Small, shapely initial letters will serve the purpose where this is too expensive. Footnotes printed in red at the bottom of each page in a booklet detract from its neatness and draw attention from the main argument. This is the makeshift of the clumsy writer, usually, for one who is skilled will find no difficulty in working his argument into the main narrative, tucking no loose ends or postscripts in odd corners. Cutting a booklet or ad into short paragraphs is not only a help to easy reading, but in writing as well. Where the matter is written in one long paragraph the result is often a shapeless mass of facts. One paragraph

at a time, with the first leading into the second, and the second into the third, tends to clarity and a continuous argument. Matter of this sort is more frequently remembered, also, for people really think in paragraphs.

A PETITION in bankruptcy has been filed against the Household Ledger Publishing Co., New York, forming the crisis, it is said, in a long series of business mishaps.

CHARLES J. ALLEN, one of the foremost political writers in the State of New Jersey, has resigned from the Newark *Daily Advertiser* to become the secretary of the new State Tenement House Commission.

WILLIAM E. HASKELL is now sole publisher of the Boston *Herald*, having acquired the interest of Col. Edwin H. Woods, who was publisher and treasurer of the Boston Herald Company. Frank B. Stevens is assistant publisher.

BALTIMORE has a new monthly trade journal called the *Merchants and Manufacturers' Journal*, devoted to the commercial advantages and industries of the city. It is issued by the Merchants and Manufacturers' Publishing Co.

A MILKMAN in Berlin, Germany, was recently convicted of watering his milk. After a fine of \$20 had been imposed by the magistrate it was ordered that the man's name, with the details of the case, should be printed on a placard two feet square and posted on the city advertisement hoarding nearest his shop.

In this issue PRINTERS' INK publishes a list of advertising agents which is called the "Elite Directory." It is quite possible that the compiler ought to have added more names, yet all human endeavor is liable to be faulty and fragile. Those who are named in the elite list will be contented; those who are omitted, for cause or otherwise, are liable to get mad. Correspondence tending to correct erroneous impressions about advertising agents is solicited.

MR. F. JAMES GIBSON has connected himself with *Vogue*, the woman's magazine published in New York City.

It is reported that the next issue of *Judicious Advertising*, the unique Chicago monthly, will contain articles on advertising by King Edward, Mrs. Carrie Nation, Admiral Togo and the Mad Mullah.

THE proposed organization of Pacific Coast advertising men will be perfected at San Francisco in July, it is hoped. The formation of a club or society seems to appeal with great force to advertising men in that section.

THE Charles H. Fuller Advertising Agency, Chicago, has been admitted as one of the official solicitors of the Billposters' Association, being thus placed on a footing with the few general advertising agents who are recognized by the billposters and receive an agent's commission from them.

THE Toronto *Telegram* gets very good results in its classified real estate columns by printing daily display ads for the real estate men themselves, keeping them reminded that when they are not advertising they are not getting new customers. The real estate man who advertises every day in such space is building a reputation with the public, as well as securing every chance of immediate business, according to the viewpoint of the *Telegram's* adman—and he appears to be right.

E. D. COWLES, for thirty years editor and publisher of the *Courier-Herald*, Saginaw, Mich., has purchased the interest of I. W. Snyder in the Bay City *Tribune*, assuming active editorial management of the latter paper. J. C. McCabe, the *Tribune's* business manager, retains his interest and position. The *Tribune* is the only morning daily in Bay City. Mr. Cowles is the dean of the newspaper fraternity in the Saginaw valley, his connection with the press of that locality dating back to the close of the Civil War.

THE *Telegram*, Elmira, N. Y., was a quarter century old on May 15, and celebrated its birthday with a special issue of 100 pages.

LONG Acre Square, the site of the *Times'* new home, has been officially renamed "Times Square," and the station of the subway at that point has been named "Times Station."

MR. J. E. ATKINSON, managing director of the *Toronto Daily Star*, writes the Little Schoolmaster that the *Star's* advertising in PRINTERS' INK during the past year has contributed in no small way to the gratifying results which that paper shows in its increased advertising patronage.

A HUMANLY interesting booklet is the synopsis of the sixty-first annual report of the Mutual Life Insurance Company, New York. Its statistics have been illustrated by comparisons with crop reports and made striking and plain, thereby showing the magnitude of the company and its financial soundness.

THE *Medical Brief* for May contains seventy-eight original articles from contributors in thirty States, besides Canada and Great Britain. True to its name, all matter is boiled down to bare bones, and the contributors are in many instances men of national or international note in some medical or surgical specialty. The *Medical Brief* is a unique publication in its field, and seems to come closer than any other medical journal to the doctors who read it.

THE *Realty Field* is a new journal "for buyers and sellers of real estate and personal property in New Jersey and vicinity." It is published by the Real Estate Trusts Co., Jersey City, and besides lists of property for sale and wanted, contains short articles on the value of fire insurance, real estate as an investment, etc. Appearing in very neat dress, and with a definite object, it forms an exceedingly attractive advertising medium for this company.

THE Dauchy Agency, which for twenty-five years has been in Park street, recently moved to 15 Murray street, near Broadway.

CITIZENS of Elizabeth, N. J., recently complained of the posters put out in that city for a burlesque performance of the "leg show" variety. As a result of these complaints the police ordered the local billposting company to cover the least modest portions of each poster, and the display of pink tights was draped with skirts. New Jersey has a law against such advertising.

For two months the following notice had been liberally scattered through the advertising columns of the *Times*:

The New York *Times* invites information from its readers in aid of its efforts to exclude from its columns fraudulent and objectionable advertisements. All information will be treated confidentially.

Mr. Wiley was asked the other day whether it produced results, and said that a number of letters had been received from readers criticising certain financial ads, while in one instance information secured from a reader had led to the elimination of an ad that was doubtful. When asked if he thought daily newspapers could adopt the "money back" policy of such publications as the *Ladies' Home Journal*, *Farm Journal*, *American Agriculturist* and *Success*, he said that he thought it improbable. In the case of the *Times*, for example, it would be necessary to refund to readers all the money represented by the "water" squeezed out of Steel stocks since the drop in those securities, as the *Times* was one of the newspapers in which the stock was originally advertised.

*The value of a farm paper depends one-third on what's put in and two-thirds on what's left out.*

*William Atkinson*

ALTERATIONS are being made in the upper stories of the building at the southwest corner of Broadway and Twenty-second street, and when completed the quarters will be occupied by the business offices of the O. J. Gude Company, outdoor advertising contractors.

The Toronto *Evening Telegram* sends out an interesting little booklet containing views of the recent fire in that city, said to be the fourth largest conflagration in the history of North America. The total loss was about \$12,000,000, and the area of the burned district fourteen acres. The flames came to the *Telegram's* building on two sides, shivering its plate glass windows, but were fought successfully by the paper's employees.

The *Regina* is a new monthly business periodical for the music dealer, demonstrating the profitability of *Regina Music Boxes* either as a side line or a leading proposition. Emphasis is laid on the general advertising of the *Regina Music Box Co.*, New York, which is now appearing in the *Ladies' Home Journal*, *Delineator*, *McClure's*, *Good Housekeeping*, *Everybody's*, *Success* and *Country Life in America*.

The department store of Schlesinger & Mayer, one of the largest in Chicago, has passed under the ownership of Harry G. Selfridge, general manager of Marshall Field & Company, and will be conducted under the name of H. G. Selfridge & Co. The price paid was \$5,000,000. It is understood Mr. Selfridge has acquired the entire stock of Schlesinger & Mayer, which includes the interest of Henry Siegel, who bought heavy holdings in the firm two years ago. Mr. Selfridge severs his connection with Marshall Field & Co.

#### JABBERMENT.

I'll bet the editor of **PRINTERS' INK** that he can't "write up" the Chicago specials as he did the New York specials recently and come west of Buffalo without getting his block knocked off. That the New York specials stood for it surprised everybody in this part of the country.—*Jobs, Chicago, for May.*

THE *Amerikanische Schweizer-Zeitung*, or American Swiss Gazette, of New York, reaches all the Swiss in America worth reaching, according to a booklet issued by its publisher.

#### AGENCY NOTES.

Among the new mail order customers of the H. B. Humphrey Company, 227 Washington Street, Boston, are Maxwell & Co., Boston; Willard Chemical Company; A. T. Mahn, Palmyra, N. J.; The Novelty Shop, Boston; Greeley Jewelry Company, Portland, Maine; Novelty Jewelry Company, Portland, Maine; and the Boston School of Business System.

The Union Braiding Company of Sandwich, Mass. has been consolidated with the Curtin Jewelry Company of Attleboro, Mass., and the manufacturing plant will be at Attleboro. The advertising of the two concerns will be placed by the H. B. Humphrey Company, 227 Washington street, Boston.

The H. B. Humphrey Company, 227 Washington street, Boston, are sending out small copy for the New England Registry Bureau for papers in Alabama, Colorado, Iowa, Indiana, Illinois, Missouri, Kentucky, Louisiana, Michigan, Kansas, Ohio and Wisconsin.

Agricultural papers are receiving copy for the Church-Watkins gasoline engines and agricultural machinery of S. B. Church, 66 High street, Boston, from the H. B. Humphrey Company, 227 Washington street, Boston.

New copy prepared by the H. B. Humphrey Company, 227 Washington street, Boston, for the Hospital Sheet Company of Boston, Mass., is appearing in magazines of large national circulation, under the trademark "Stork," which is applied to a line of goods made from a rubberless waterproof fabric.

The Miller College of Boston, Mass., has placed contracts for advertising their correspondence course in show card writing through the H. B. Humphrey Company, 227 Washington Street, Boston.

## WANTED

### Back Copies of Printers' Ink

Vol. I. Nos. 18 and 24  
" II. " 1 to 10 inc. and 21  
" IX. " 23, 4  
" X. " 23 and 24  
" XI. " 3  
" XL. " 2 and 23  
" XXXI. No. 10  
" XLVI. Nos. 1, 4, 6, 10,  
" 11 and 12  
" XLVII. No. 3

Look over your back numbers; fix your price and let me know what it is.

THOMAS BALMER

Advertising Manager

The Butterick Publishing Co., Ltd.  
Butterick Building, New York

R. H. FRANCHOT, of Franchot Brothers, oil producers, of Olean, New York, has become treasurer of the Shaw-Torrey Co., Ltd., the advertising agency of Grand Rapids, Michigan.

"TRADEMARKS and Brands" is a large brochure from the George Ethridge Company, New York. There isn't anything particularly new to be said about trademarks. All the principles have been discovered and explained, and they are not so very many at that. But there is need for hammering these principles into the advertiser and non-advertising manufacturer again and again. This booklet accomplishes the purpose, enforcing the plain truths of the whole question.

FRANKLIN COE, business manager of the Boston *Traveler*, has issued an interesting booklet in which the advertising value of all Boston dailies is considered in relation to rates and circulation. The *Traveler's* rate is appreciably lower than any other Boston daily except the *Record and Transcript*, according to Mr. Coe's figures, and he makes out a sound case for his paper as an evening medium of wide circulation with a distinct "quality" element.

THE *Journalist*, oldest of the papers devoted to newspaper and literary workers, celebrated its twentieth birthday in the issue of March 26. Allan Forman, proprietor of the publication, founded the *Journalist* March 22, 1884, and it was the pioneer in its peculiar field. A list of contributors for the past twenty years includes the names of "Bill Nye," Charles A. Dana, Bartley Campbell, Steele Mackaye, Major Pond, Cyrus Curtis, Frank Mayo, Ben King, Joseph A. Pulitzer, Kate Field, "Jennie June," Laura Jean Libby, Captain Jack Crawford, Nellie Bly, A. C. Bunner, Mrs. Frank Leslie, Eugene Field, "Mark Twain" and Theodore Roosevelt. Whether Allan Forman has amassed a fortune in the *Journalist* may be questioned, but there is no question as to the vitality and usefulness of his paper.

## KNOWS HOW TO DO IT.

In its issue of May 17 the Baltimore *Sun* makes the following statement:

The *Sun* gives no figures of its circulation, as the ways of hoodwinking the advertiser are so numerous and plausible that the newspaper that wishes to swell its "bump of honesty" can do so to its own satisfaction and to the mystification of the advertiser.

THE Smith & Thompson Special Agency, New York and Chicago, has given up the representation of the Indianapolis *Journal*, Milwaukee *Free Press*, Colorado Springs *Telegraph* and Vancouver *Province*. This action was taken because the agency had too large a list. The papers now represented by Smith & Thompson are: Buffalo *News*, Boston *Traveler*, St. Joseph *News and Press*, Memphis *Commercial Appeal*, Binghamton *Press*, New Orleans *Item*, Los Angeles *Herald*, Nashville *News*, Syracuse *Telegram*, Chattanooga *News*, Little Rock *Gazette*, Norfolk *Dispatch*, Savannah *Press*, Winnipeg *Telegram*.

News interest continues to be one of the chief attractions of *Everybody's Magazine*. For the July issue has been secured the first authoritative utterance of Thomas W. Lawson on Copper, an article entitled "Frenzied Finance," in which the Boston magnate tells the story of the Amalgamated Copper Company according to his viewpoint. In the July issue also begins *Everybody's* first serial story, a new \$10,000 novel by Hall Caine entitled "The Prodigal Son." John Adams Thayer says that 50,000 extra copies of this number will be printed. *Everybody's* has begun newspaper advertising on somewhat new lines, announcing leading articles in full-page ads in metropolitan dailies. Mr. Thayer believes that no magazine has used full-page newspaper ads since the days of Robert Bonner. The index to the advertisements in *Everybody's* has met with such success that both advertisers and readers would be sorry to have it discontinued.

THE Minneapolis *Journal's* latest novelty is an autocar for sightseers similar to those maintained by tourist companies in New York. Four "Seeing Minneapolis" trips a day are made over two interesting routes, showing the residences, lakes, parks, river and industries of the city. The fares are exceedingly moderate. The car carries ten passengers, is thirty horse-power, and has a speed of fifteen miles per hour.

ACCEPTING the invitation from the Associated Bill Posters and Distributors, as recently issued by Secretary Bernard, the Boston *Herald* proposes to enter the poster competition to be held under the association's auspices in St. Louis, on July 15, next. For that purpose Col. Haskell offers three prizes of \$150, \$100 and \$50, respectively, to be awarded for the designs which shall be voted the most effective, successively, by the Park and Out Door Art Association, which meets at the Fair June 9-11, and by the Associated Bill Posters, who meet July 13-15.

THE Philadelphia *Evening Telegraph*, one of the few dailies in the Quaker City entitled to entry in the Roll of Honor, announces that its average daily circulation for April was 130,520 copies, a gain of nearly 15,000 since January.

THE *Four-Track News* for June is out, and it's a gem beyond a doubt. It's being read in Me. and Penn. and Mo. and Mass. and Fla. and Tenn., and Conn. and Va. and Tex. and Wis., and Minn. and Wash. and Cal. and Miss. It has a charm that gives it vim, which causes it to skip and skim, and whirl and whizz, and caracole and fill with joy from pole to pole the soldier and the diplomat, the short, the-slender and the fat; the bard, the scholar, and the bricklayer upon the double quick. And so we say put down your cash and buy instantler, like a flash, the *Four-track News*, and you will grin until with joy you gayly spin, and do a gilt-edged saraband from Ponkapog to Samarcand. Then buy the *Four-Track News* for June—'twill cost you but a picayune.—*Judge*.

## THE TORONTO STAR

Offers You Half of Toronto.

The STAR had a daily average circulation during the month of April of **31,205**

The STAR goes into 20,000 homes in Toronto—about half the number of houses in the city.

In practically every second house the STAR is the family paper and the advertisements in the STAR are the only advertisements which are read.

Almost every one of the 31,205 STARS which were daily circulated in April went into the houses of the people who do their buying in the city of Toronto. STAR readers either live in Toronto or just outside the city gates.

A paper which supplies the reading for 81,000 houses puts the trade of 150,000 people within reach of those who use its advertising columns.

Taking advertising rates and circulation both into account—and what sensible advertiser does otherwise?—the STAR gives more publicity for a dollar than any other Toronto paper.

The STAR had an increase of ten thousand copies daily over same month in 1903, and this increased circulation is given to advertisers at the rates in force a year ago.

**THE CHAS. T. LOGAN SPECIAL AGENCY,**

FOREIGN REPRESENTATIVES,

Tribune Building, New York.

Tribune Building, Chicago.



THE Brandow Printing Company, Albany, N. Y., sends out a little reminder of the fact that they are in the printing business. This reminder takes the shape of a booklet, full of horsesensable talk about good printing, with arguments that are pretty certain to make the reader willing to pay the price for quality instead of sending 'round town for estimates.

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A NOVEL advertising service has been started by the New York *Times*, and appears to meet a real demand. Marriage and death notices sent to that paper are, on request, telegraphed to any or all of ten other dailies. The list includes the Baltimore *Herald*, Boston *Globe*, Cincinnati *Enquirer*, Chicago *Record-Herald*, Philadelphia *Public Ledger*, Pittsburg *Dispatch*, St. Louis *Republic*, Washington *Post*, Providence *Journal* and Rochester *Herald*. No extra charge is made for either insertion or telegraphing, the service being arranged on a basis of exchange. The dailies in the list are all morning papers.

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THE Kansas City *Journal* issues a booklet original in conception. All the schools and colleges advertising in that paper's educational columns are listed in its pages, with a brief description of the tuition offered. The booklet is sent to inquirers, and is part of the *Journal's* system of co-operating with educational advertisers. A free information bureau is also maintained, distributing the school literature, and the paper prints special college news each Monday in the year. This auxiliary work is said to bring excellent returns to advertisers. The *Journal's* educational ads are all closely classified according to the character of the institution—business colleges, preparatory schools for boys, girls' schools, military schools, agricultural colleges, etc. A service identical with the above is maintained for summer resort advertising. The *Journal* also gives special attention to book and financial advertising.

THE W. L. Erwood Agency, 30 Fleet street, London, has opened a department in Germany to place advertising for English firms. The managing director of this German branch recently gave some interesting information about conditions in that country to the *Advertising World*, London. The English advertiser will find a splendid market for his goods in Germany, he says. The subject of "copy" does not appear to have received the careful study given it by English and American advertisers, and there are marked differences in the laws that relate to advertising, but the German Empire's commercial activity is rapidly increasing. With proper methods it is possible to sell many things that are successful in England, but as yet unknown in the Fatherland. Several English firms have set apart a portion of their regular appropriation for an experimental campaign in the new field.

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SOME people consider the Tabard Inn Company's ads pretty good writing. They are nearly all written by Seymour Eaton. Last October Mr. Eaton sent the manuscript of a short story to the managing editor of the *Booklovers' Magazine*, of which he is publisher. It was mailed from Buffalo under a pen name manufactured for the occasion. The story went the rounds of the editors and was rejected. "A fair character study by an inexperienced Western writer," was the managing editor's criticism. Somebody let the cat out of the bag, however, and the story was published in the Christmas issue of the *Booklovers' Magazine* under the title of "Dan Black, Editor and Proprietor." It dealt with the publisher of a country newspaper, and it is said that Mr. Eaton put a good deal of himself into the leading character. While the sheer writing necessary for his various enterprises keeps him busy, Mr. Eaton occasionally sallies into real literature. Under the pen name of "Paul Piper" he has contributed a series of children's stories to the *Ladies' Home Journal* dealing with animals.



## COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,  
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

The number of typewriters that are a source of absolute satisfaction and unalloyed joy to everybody constantly increases.

Here is an advertisement of the Columbia, which, in its dim and distant manner, assures us that that particular machine embodies profit for the employer and pleasure for the employee.

In the original advertisement, marked No. 1, the employer is a bald-headed gentleman of the old school, who would likely be a poor

It tells precisely the same story in a way that cannot be overlooked, and is pleasant to look upon. It represents the modern and improved way of utilizing quarter-page magazine space.

\* \* \*

Probably the railroads of this country are the most conspicuous offenders when it comes to using newspaper or magazine space.

Many of the booklets and other literature of the railroad companies are things of beauty and splen-



No. 1

judge, and the lady, who presumably works the machine, bears a patient resignation which is tinged with despair.

Even at its best this advertisement was a dismal failure, and the manner in which it is got up and executed is certainly a very unhappy one.

In No. 2 the display of the wording, the machine, and the people is so arranged that the whole thing is taken at a glance and nothing is muddled up or disfigured.

## COLUMBIA TYPEWRITER



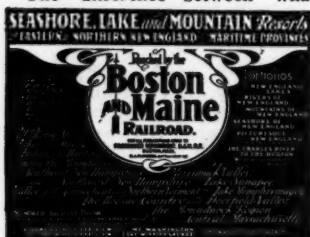
No. 2

did advertising; but when the magazines are used, too many of the railroads stick to an old-fashioned and nearly obsolete style of display, which is about as bad as it can be.

The Boston and Maine advertisement here reproduced is an illustration of this class of stuff. This advertisement originally occupied 3¼ inches double column in *Harper's Weekly*, and, therefore, the space cost something. Even in its original form, well printed upon

good paper, this advertisement could be read only with difficulty, and probably was passed over by 90 per cent of those who saw it; whereas a clean, pretty, easily read advertisement might possibly have attracted the attention of 90 per cent of the readers of *Harper's Weekly*.

The difference between what



this railroad got and what it might have got is pretty accurately shown by these figures. It is a very easy thing to detract 90 per cent from the pulling power of a publication; that practically means reducing its circulation by 90 per cent.

Here is a little advertisement of the United States Fastener Company which is pretty good.

The top part of the illustration



shows the device advertised; the trademark is prominently displayed underneath, and the text is well expressed and convincing. This is an example of small space well used.

It is not the fault of the advertisement that the trademark is not an attractive one, but it is better to show a poor trademark prominently than to eliminate it from the advertising altogether.

\* \* \*

Here is an advertisement that occupied a full page in the *Boot and Shoe Recorder*.

Nearly half of the large space occupied in this most excellent trade paper is wasted by what might be a comic cut, but is not.

A great many people seem to have the idea that because a caricature or comic is often—very often—crudely drawn that anybody can do the trick. Many of the

**my Lawyer**

"There's more comfort and more satisfaction in one pair of these 'Bostonian' shoes than in two pairs of any other shoe I have ever seen or worn"—and it is so.

"Bostonian" shoes retelling at \$2.50 and \$4.50 a pair are made just as good as shoes can be made. They are made to please the man who wants a dressy shoe or a shoe for service—and they are made to fit.

The "Bostonian" shoe for men is a composition shoe to the "Bostonian," and is made to sell at \$2.50 a pair.

We have a new advertising service for the shoe dealer in each town who carries the exclusive agency for the shoe line. It's the "Bostonian" "Shoe Book" series, prepared by experts especially for

**The Commonwealth Shoe and Leather Co.**  
72 Lincoln St., Boston, Mass.  
Patentees: Whitman, Allen, and Goodrich, Mfg.

comics produced by leading American caricaturists are exceedingly crude, in so far as the drawing is concerned. The effect is there, however, and the effect is comical. When an amateur tries his hand at making a comic, the result is generally very painful.

Many people who claim to be artists cover up the fact that they are not artists by drawing things of this kind, and many advertisers have paid good money for stuff which possesses absolutely no merit and is actually childish in conception and execution.

It is a good deal better to have no pictures at all than stuff of this sort.

FOR ADWRITERS.

TERHUACANU, TEX., May 16, 1904.

Editor of PRINTERS' INK:

In the columns of PRINTERS' INK I have found many things to help in the way of advertising business enterprises, and I wish to add a word of appreciation for it. I have been looking with a keen interest for you or some one of your correspondents to tell the readers of your journal how to exploit a college. This is a field that is unoccupied so far as I know, and I am anxious to get into the best plans and means to use for gathering a student body and endowment for a college. The writer of this would appreciate suggestions from the correspondents of PRINTERS' INK. The college I have for this purpose has literary, theological, musical and business college departments and all these can be greatly enlarged by judicious advertising. The entire plant belongs to a church that is not very strong in the Southwest, but has a large following in the East. Suggest a way to reach the purse of the church.

Yours truly,  
J. W. PEARSON.

TRUE CIRCULATION.

The fact is, sensationalism, picturesque editing, noise and bluster along any lines out of the ordinary run mean little or nothing to the advertiser. Coupon competitions, big circulations on football and racing results, circulations on sensational events or news, should be eyed askance. The real circulation of a newspaper is the bedrock number which represents the normal average for every issue. The best friend of the advertiser is the man who reads the paper because he likes the paper, and goes more or less comprehensively over most of the features. The man who uses a paper temporarily to find out a clue for buried treasure, to cut out a coupon for the purpose of guessing winners in a competition, or to find the result of a horse race or a dog fight, or a sensational murder trial, is hardly a likely customer in one case out of two hundred. Select your journal for the compelling features which make the basic circulation and continue to hold the readers, and let the boom severely alone.—*British Advertiser, London.*

"Your Bank," a short, business-like folder, with a reply blank, is an entering wedge to the interesting subject of bank and trust company stocks, sent out by L. A. Norton, specialist in such securities, 25 Broad street, New York.

A SERIES of pithy folders for the retailer is being mailed by the Charles A. Eaton Co., Brockton, Mass., in the interests of the Crawford Shoe.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—All kinds of letters. Send sample, state age and lowest price for cash with order. F. TRAUB, Elma, Iowa.

EXPERIENCED, capable young man desires position as secretary or advertising manager. Best references. "CAPABLE," care P. I.

WANTED—Second hand 4, 6 and 8 page Angle-Bar Duplex Perfecting Press. REGISTER PUBLISHING CO., Danville, Va.

MORE than 235,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

YOUNG MAN (25), practical advertiser, desires position as assistant in advertising department or agency. CHAS. A. SHASTLEY, Fordham, New York City.

ADWRITER, Powell graduate, desires position; experience, executive ability; will go anywhere. Address "ADVERTISING," General Delivery, Paterson, N. J.

FERNALD'S NEWSPAPERMEN'S EXCHANGE, established 1898, represents competent workers in all departments. Send for booklet. 265 Main St., Springfield, Mass.

ADVERTISING SOLICITOR, with splendid record for getting business, desires to connect with New York advertising agency. Address "ADV. SOLICITOR," care of Printers' Ink.

WANTED—A case of bad health that RIPANS TABULES will not benefit. A hundred millions of the Tabules have been sold in a single year, and a package containing ten can be bought at any drug store for five cents.

THE attention of ambitious advertisement writers is directed to the offer in this issue, under heading "Advertisement Constructors," wherein five hundred and sixty dollars is offered for the preparation of six advertisements.

YOUNG man experienced in advertising, designing, checking, auditing advertising accounts—correspondence, newspaper reporting, etc., desires to locate with agency or advertising department. N. Y. City preferred. "BEAUMONT," c. P. I.

ADVERTISER'S ASSISTANT—Wanted, a position where I can assist advertiser to prepare and place copy; year's experience in advertising; college man; age 24; salary moderate. Address G. V. K., 323 W. 24th St., New York City.

ADWRITER wants position. Capable, experienced man. Thorough knowledge of illustrative effects, display and text writing of all kinds. Copy written that produces business-bringing results. References, sample ads. Address S. G. J., care Printers' Ink.

PARTNER WANTED—Sell third interest well established newspaper 50 miles Phila. Entire plant new. Owner, not a print, needs partner take charge composing room. Not question of price as much as kind of man and ability as printer. If can put up \$500 cash, giving secured note \$2,000 additional, investigate this. Address "PARTNER," care Printers' Ink.

ADWRITERS AND SOLICITORS—You can make \$100 to \$500 a month with a little easy work, a few hours a day, by a new and original plan I have worked out and proved to be a sure winner. It's a square business proposition to business men right in your own town. Write for information—it's money for you.

E. S. EVERETT,  
36 Ackerman Building,  
Binghamton, N. Y.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of PRINTERS' INK, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. PRINTERS' INK is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,  
Suite B, 2219 Land Title Bldg.,  
Philadelphia.

**NAMES WANTED**—Up-to-date selected list, 3,000 names, women only. Must be scattered, small towns and country, entire Eastern half of U. S. Quality, not number. "AMERICAN" Printers' Ink.

**ARE YOU SATISFIED** with your present position or salary? If not, write nearest office for booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High grade exclusively.

**HAPGOODS (INC.)**,  
Suite 511, 305 Broadway, New York.  
Suite 815, Pennsylvania Bldg., Phila.  
Suite 609, Monadnock Bldg., Chicago.  
Suite 1326, Williamson Bldg., Cleveland.  
Pioneer Bldg., Seattle.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5,000 place, another \$5,000, and any number earn \$1,500. The best clothing ad writer in New York owes his success within a few months to my teachings. Demand exceeds supply.

**GEORGE H. POWELL**, Advertising and Business Expert,  
23 Temple Court, New York.

#### PRINTERS.

**PRINTERS.** Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

**BOOKLETS, CATALOGUES, CIRCULARS**—1,000 or 1,000,000—good, cheap, quick. Write us. **BURNETT PRINTING CO.**, Rochester, N. Y.

**BOOKLETS, Almanacs and Catalogues.** Million 16-page for \$1 per 1,000 complete. Other sizes in proportion. Write  
**STEWART PRESS, Chicago.**

**COMMERCIAL PRINTING.**  
**FAC-SIMILE TYPEWRITTEN LETTERS.** Well designed and printed commercial stationery inspires confidence and attracts business. I usually you are paying high prices for indifferent printing.

The Berkshire Press are producers of high-grade printed matter at moderate prices. They make a specialty of fac-simile typewritten letters which are so well done that they convey the impression that they have been actually typewritten. A trial order is usually convincing and frequently leads the way to further business. If you want this sort of service, a request for estimates shall have prompt attention.

**THE BERKSHIRE PRESS**,  
21-23 Ann St., New York.

#### TYPEWRITTEN LETTERS.

**IMITATION** typewritten letters which are perfect imitations; samples free. **SMITH PRINTING CO.**, 214 Broadway, Toledo, Ohio.

**THE BERKSHIRE PRESS**  
Are fac-simile letter specialists. They do their work in the best manner possible at moderate prices. Mail order and general commercial printing of a high order. Inquiries solicited  
**THE BERKSHIRE PRESS**,  
21-23 Ann St., New York.

#### PRINTING.

**THREE-COLOR PROCESS WORK.** For illustrating your goods or for attractive advertising matter. Send for samples and let us talk to you about it. **HAL MARCHBANKS**, for Edward Stern & Co., No. 1 Union Square.

#### HOUSE-TO-HOUSE DISTRIBUTING.

**THERE** is only one agency that has an established reputation for a systematic house-to-house distribution of advertising of all descriptions in all towns and cities of importance in the United States. Every piece of matter is placed by men who are reliable, experienced and who make this an exclusive business. Can give references from many leading advertisers.  
**WILL A. MOLTEN**,  
National Advertising Distributor,  
442 St. Clair St., Cleveland, O.

#### DESIGNERS AND ILLUSTRATORS.

**DESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing.** **THE KINSLEY STUDIO**, 235 E'way, N. Y.

#### HOTELS.

**THE LITTLE HOTEL WILMOT**,  
South Penn Square,  
Philadelphia,  
is now one-third larger than formerly; the new addition provides commodious smoking and writing rooms and other conveniences. Just a step from the Pennsylvania Ry. Station.

**THE RYERSON W. JENNINGS CO.**

#### PREMIUMS.

**OUR LEATHER PURSES** make fine premiums. Ample coin and bill purse, the top notcher, 50c. Beats 'em all. Cheaper by dozen. **BURNETT PRINTING CO.**, Printing and Leather Novelties, Rochester, N. Y.

**LYON & HEALY'S NEW PREMIUM CATALOGUE**, now ready, contains musical instruments of all descriptions, including a special cheap talking machine; \$50,000 worth of our mandolins and guitars used in a single year for one firm for premiums. Write for catalogue. **PREMIUM CLERK**, Lyon & Healy, 190 Wabash Ave., Chicago.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, send name now ready; free. **S. F. MYERS CO.**, 45-47 3d Avenue Lane, N. Y.

#### STATIONERY.

**PHOTO STATIONERY** makes business. 100 note heads, statements, bill heads, envelopes or cards, your face on every sheet, \$2.37 and a good photo. Any two, \$3.50. Money back if not O. K. **BURNETT PRINTING CO.**, Rochester, N. Y.

#### ADDRESSING MACHINES.

**ADDRESSING MACHINES**—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.**, 39 Murray St., New York.

#### NEWSPAPER METALS.

**ALWAYS THE SAME!** If you have used Blatchford metal once, you know every succeeding order will bring you the same grade. It's a comfort to know just how your metal will work. **STEREOTYPE, LINOTYPE AND MONOTYPE METALS**. **E. W. BLATCHFORD CO.** ("A Tower of Strength"), 54-70 N. Clinton St., Chicago.

#### SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited**, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

**DOXINE**—A non-explosive, non-burning substitute for kerosene and gasoline. Doxine retards and improves the action rollers. It will not rust metal or hurt the hands. Recommended by the best printers for cleaning and protection of half-tones. For sale by the trade and manufactured by the **DOXO MAN'FG CO.**, Clinton, Ia.

**PASTE** users are offered an innovation in the dry powder known as Bernard's Cold-Water Paste. Newspapers, wallpaper hangers, cigar manufacturers, paper box factories, packers who use labels and all who use paste in any quantity immediately realize its striking advantages. Packed in neat boxes, can be kept for months in the office, with no waste, no dirt, no sour-smelling odor, no slimy vessels to soil everything they touch, and ready to use instantly by simply mixing with cold water. If interested, write for a sample. **BERNARD-HOLMES AGENCY**, 46 North State St., Chicago, Ill.

PERIODICAL PUBLICITY.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (©). 253 Broadway, New York.

INSTRUCTION BY MAIL.

**HUMAN NATURE TAUGHT** thoroughly by mail or no pay. Mention P. I. and get Samples from Lessons free. **SCHOOL OF HUMAN NATURE**, Athens, Georgia.

PAPER.

**BASSETT & SUTPHIN**, 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

CLASS PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (©). 253 Broadway, New York.

INDEX CARDS.

If you would save money on your index card supplies, buy direct from **STANDARD INDEX CARD CO.**, Rittenhouse Bldg., Phila. Mrs. of Index Cards exclusively.

RUBBER STAMPS.

**FORTY CENTS** pays for a rubber stamp facsimile of your signature. Any stamp under 3 inches, 10 cents a line. All work guaranteed. Ask for catalogue. **A. EMBREE PRINTING CO.**, Belton, Tex.

BOOKS.

**PATENTS THAT PROTECT**—72-p. book mailed free. **K. S. & A. B. LACEY**, Patent and Trade-Mark Experts, Washington, D. C.

**"POINTS FOR PRINTERS."** 40pp. "Full of happy ideas and good values." "Compact, complete manual for printers." 30c. postpaid. **W. L. BLOCHER**, Dayton, O.

**"THEORY AND PRACTICE OF ADVERTISING"**—Fifty complete lessons in one volume. Contains all the salient principles of advertising used by the most successful firms to-day. \$1.00, prepaid. **GEO. W. WAGENSELER, L.L.D.**, 400 Sugar St., Middleburgh, Pa.

**WHAT'S A DOLLAR FOR A BOOK THAT'S WORTH A HUNDRED TO ANYBODY WRITING ADS!** We offer such a little volume containing 1,500 snappy sayings, catch lines, meaty mottoes, introductions, etc., that attract attention and sell goods. Price, \$1.00 postpaid. **DEE BAR PUBLISHING CO.**, 1 Union Square, New York.

**ADVERTISERS' AID**, 164 La Salle St., Chicago, Ill., Vol. 6, No. 24, for May is just off the press. It contains a carefully compiled list of high-class monthly, weekly and semi-weekly magazines, agricultural, religious and mail-order mediums, embracing the cream of the American press. It gives the latest advertising rates in detail of many of the papers and the one-time rate of over 400 papers. Advertisers should send 2c. postage for sample to above address.

COIN CARDS.

**33 PER 1,000.** Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.  
**1,000 COIN CARDS**, printed to order, \$1.10,000 at \$2 per thousand. **ACHIE COIN MAILER CO.**, Box 294, Ft. Madison, Iowa.

HALF-TONES.

**PERFECT copper half-tones**, 1-eol., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

**WE** would like to estimate on your half tones either for the newspaper or other work. **STANDARD ENGRAVING CO.**, 61 Ann St., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 2x4, \$1; 2x5, \$1.00. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

PROPRIETARY REMEDIES.

**THE BLUE GLASS INHALER.** A new thing. For all those things for which an inhaler is good, this is the best that ever was. It is a germ destroyer and nose opener, a remedy for colds, tonsillitis, bronchitis, asthma, hay fever and every disease of the throat, nose or air passages. Better than a gargle for sore throat. Sold for 50 cents. Sent by mail by the manufacturers on receipt of price. Address **THE RIPANS CHEMICAL COMPANY**, No. 10 Spruce St., New York.

ADVERTISING MEDIA.

**10 CENTS** per line for advertising in **THE JUNIOR**, Bethlehem, Pa.

**OVER 1,100,000** homes, "23 Business Bringers." **THE RELIGIOUS PRESS ASS'N**, Phila., Pa.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (©). 253 Broadway, New York

**ANY** person advertising in **PRINTERS' INK** to the amount of \$16 or more is entitled to receive the paper for one year.

**TOWN TALK**, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

**1,000,000 TRAVELERS** can be reached monthly through the eastern and western sections of the *Travelers' Railway Guide*. Write for particulars to 21 Park Place, N. Y., or 108 Adams St., Chicago.

**100,000 GUARANTEED** circulation, 25 cents a line. That's what the **PATHFINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

THE HARTFORD CONNECTICUT TIMES.

As the capital of the state and the center of a big insurance business, Hartford is a point of more than ordinary interest.

The people in business there say there is no competition among the newspapers, because the **Times** gets all the business it wants and the other three take what's left.

(Extract from an investigation of Connecticut newspapers recently made by *Printers' Ink* and published in that paper of April 12, 1904.)

The actual daily average of the **HARTFORD TIMES** for 1903 was 16,500 copies.

The **Times** is a member of the Roll of Honor.

**PERRY LUKENS, Jr.,**

New York Representative,

29 Tribune Building, New York.

MUSLIN SIGNS.

**STRONG MUSLIN SIGNS BY MAIL.** Fast colors; no pictures; a word allowed each 3c. of price. 1 1/2 x 5 ft. \$ .50 | 1 1/2 x 10 ft. \$1.00 | 1 1/2 x 15 ft. \$1.50 | 2 x 5 ft. 1.00 | 2 x 10 ft. 2.00 | 2 x 15 ft. 3.00  
**HARDING'S QUICK SIGNERY**, Wurtsboro, N. Y.

## ADDRESSES FOR SALE.

**500** NAMES FOR \$1.00. THE ECHO, Kingsley Mich.

**1,451** R. F. D. route names; Ohio, \$1; new Z. X. CORRY, Marysville, Ohio.

**800** LADIES' NAMES in Pa., \$2.00. Typewritten. Mail customers. Only one list to each line. J. STERN, Allentown, Pa.

**2516** BRAND NEW ADDRESSES of cash M. O. buyers. Never been worked. Entire list \$2. ALBERT HANSON, Montgomery, Ala.

**6,500** NAMES of property owners in Washington County, Pa., good buyers and wealthy. \$2 a thousand. C. E. YOST, Lock Box 456, Pittsburg, Pa.

**THE RIGHT WAY TO FIND BUYERS**  
Is to select the class of people who need your goods and sell them **BY MAIL**, the value of the goods you have for sale. The rest is easy. Try our list of South Dakota Cream Shippers, \$2 thousand; three thousand, \$5. Write for lists of Teachers, Merchants, Mechanics, etc. Every name guaranteed. All lists typewritten.

THE WESTERN ADDRESS CO.,  
Milbank, S. Dak.

## TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (60). 353 Broadway, New York.

## ENGRAVING.

**SANDERS ENGRAVING CO.,** St. Louis, Mo., Electrotypers and Photo-Engravers. DESIGNS FOR ADVERTISERS AND PUBLISHERS.

## DECORATED TIN BOXES.

**THE** appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vase-line boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOPPER COMPANY,  
11 Verona Street,

Brooklyn, New York.  
The largest maker of Tin Boxes outside of the Trust.

## ADVERTISING NOVELTIES.

**POCKET** Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." FINK & SON, Printers, 5th above Chestnut, Philadelphia.

**"MYSTIC WALLET"**—the advertising novelty. Sample and prices, etc. "Little Traveler" catalogue, &c. THE HOLLIDAY NOVELTY ADVERTISING WORKS, Knox, Ind.

**ADVERTISE** your business with advertising novelties. Buy them direct. I make pencil holder, toothpick cases, nail file, in leather case. Sample of each, 10c. J. C. KENYON, Owego, N. Y.

**PULVEROID SIGNS;** lightest, cheapest, most durable and attractive indoor sign. Complete line of Celluloid Novelties and Buttons. Samples free. F. F. PULVERCO, Rochester, N. Y.

**LEATHER AD. NOVELTIES**—Match safes, mag. &c. wallets, finger purses, emergency cases, watch fobs—fine goods, low prices in quantities. BURNETT PRINTING CO., Printing and Leather Goods, Rochester, N. Y.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. THE WHITEHEAD & HOAG CO., Newark, N. J. Branches in all large cities.

**PREMIUMS OR CONVENTION SOUVENIRS,** made from nails. They're attractive, substantial and cheap. Sample, a World's Fair souvenir, 10c.

WICK HATHAWAY'S CREN, Box 10, Madison, O.

**ELECTRO-AUTOMATIC ADVERTISING CLOCKS!** Set on detachable glass-covered display card frames 30x40 in., only \$5.35 each on our co-operative proposition. You can sell the clocks and get your ads free. Investigate.

GILLETTE ELECTRIC CLOCK CO.,  
718 Clinton St., Chicago.

## FOR SALE.

**A** MUSICAL, society and dramatic magazine for sale cheap. Write for particulars. Address Bx 926, Belding, Mich.

**\$\$\$ FOR YOU.** A legitimate scheme that will make you rich, 25c. worth \$3.00. NED D. HOLMES, Lexington, Nebraska.

**BEFORE** purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. RICHARD PRESTON, 167L Oliver St., Boston.

**FOR SALE**—Old-established household monthly publication. Good property, reasonable price for quick sale. Address "C. A. P.," 1725 Michigan Avenue, Chicago, Ill.

**42 X 60** POTTER TWO-REV.: will print 4 pages of a 7 or 8-col. A first class press for book, job or newspaper work. RICHARD PRESTON, 167L Oliver St., Boston.

**HOE** DOUBLE CYLINDER, with or without folders attached will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 167L Oliver St., Boston.

**GET** into business for yourself. Paying So. Dakota newspaper, only one in town and doing good business, is offered for sale. Good outfit. Must have \$1,500 down, balance on terms to suit. Address "F. B.," Printers' Ink.

**THE** DONELIAN DUPLICATOR. Gives perfect satisfaction and is used by the U. S. Government, Railroad, Steamboat, Express and Standard Oil Companies. Price, \$1.25 up. THE MAYLEW CO., Baltimore, Md.

**FOR SALE**—One 14x22 Universal No. 3; one Universal embossing press 23x34, with steam plate rotary card cutter; shear for beveling cards. AMOS B. PIERCE, 26 Elm St., Newark, N. J.

**WELL** established weekly newspaper just outside N. Y. City; village of splendid prospects. No plant is used or required. Reason for selling, owner has three other newspapers. Address "SMALL INVESTMENT," care Printers' Ink.

**A BARGAIN.**  
**FOR SALE**—Two Newspapers for \$1,000. In good town in Southwest Wisconsin. Plant publishes two papers, local and for adjoining town. A snap for a cash buyer. Address Box 714, Whitewater, Wis.

**FOR SALE**—One eight column four or eight page Web Perfecting Press, Potter-Scott, makers, with stereotyp outfit, chase, table, etc. Speed, 20,000 per hour 4 page paper, or 12,000 per hour 8 page paper. Press is in first-class condition and will be sold at a bargain to satisfy a chattel mortgage. BLANDIN, RICE & GINN, 1,300 Schofield Building, Cleveland, Ohio.

## ADVERTISEMENTS WANTED.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,000 (60). 353 Broadway, New York.

## ACCOUNTANTS.

EEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEE

WE WILL DO FOR YOU what you have not the time or probably the knowledge and experience to do for yourself.

Audit the financial records of your business and certify to the accuracy of the accounts.

Devise new office system and method of operating, intelligently criticizing your method of doing business and suggesting improvements where possible.

Write for Booklet.

EVERETT AUDIT COMPANY,  
AUDITORS, ACCOUNTANTS,  
Devisers of Business Systems,  
Corporation Counsellors,  
303, 145 La Salle Street,  
CHICAGO.

EEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEEE



**MAILING MACHINES.**

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

**MAIL ORDER.**

**FOR SALE**—Canadian good, live, profitable mail order business, 6 years old. Commenced at nothing, reached turnover of \$93,000 last year, and still growing rapidly. Will state reason for selling, particulars and terms to inquirers addressing "MAIL ORDER," care of Printers' Ink.

**NEWSPAPER BROKER.**

**BUYERS** and sellers of newspaper properties get together to their mutual advantage, without publicity, by my successful methods. Large list of properties and long list of buyers. Can I be of assistance to you? **B. J. KINGSTON**, Michigan Newspaper Broker, Jackson, Mich.

**ADVERTISEMENT CONSTRUCTORS.**

**FRED W. KENNEDY**, 171 Washington St., Chicago, writes advertising—your way—his way.

**NOT** an artist, but will furnish original ideas to picture ad. **W. D. FAULKNER**, 183 Halsey Street, Brooklyn.

**SPECIAL** cuts and special writing for every retail business. Very low rates for 52. **ART LEAGUE**, New York.

**NOTHING** but original ideas from this chicken; so let me scratch for you. **W. D. FAULKNER**, 183 Halsey St., Brooklyn, N. Y.

**IT'S MY BUSINESS** to build ads. that build your business. The sure kind are my kind. Write (on letterhead) for reasonable terms, etc. **M. L. LOWENTHAL**, 617 Main St., Buffalo, N. Y.

**A. E. FOLSOM**, Augusta, Maine. Practical Advertiser. I have helped others, can help you.

**WRITE YOUR OWN ADS.** Full course of lessons in advertising for the general merchant and department store man in the Cincinnati Trade Review. Send 50 cents for one year's trial subscription to **THE CINCINNATI TRADE REVIEW**, 518 Main St., Cincinnati, Ohio.

**HAL MARCHBANKS**, at No. 1 Union Square, New York, writes, illustrates and arranges attractive advertising, cards, folders, booklets, catalogues. I am a practical printer, and that knowledge of printing and printers is worth money to those who use me. Inquiries are cheerfully answered.

**A. AL. HUSTLER**. Ads Constructed and Revised.

The Shoe Business my specialty. **TRY BEFORE YOU BUY.**

Send data; will write Ad free. **STA. 1, Philadelphia.**

**I WRITE** good ads for dry goods and clothing stores. I would like to write some for you, if you have a fairly good stock and a decent set of clerks. Whole page in your local paper, \$5.00; half page, \$4.00; quarter page, \$2.00. **F. L. BRITTAIN**, San Antonio, Texas.

**LOOK TO YOUR ADVERTISING LETTERS.** The "Letter Shop" of Franklyn Hobbs, in the Carlton Block, Chicago, is the home of originality in Advertising Letters. If you are not one of the four hundred and four clients of the "Letter Shop" it will be my pleasure to furnish you with valuable information on Advertising by Mail. Ask for "Thirteen Thinks 'Bout Letters." Leading advertisers are beginning to recognize the difference between effective advertising by mail and haphazard circularizing. Hitch your advertising wagon to a two-cent stamp. I can furnish you with a harness that will "pull" the business.

**FRANKLYN HOBBS**, Composer and Editor of Advertising Letters, Counsel on Mailing

**PUT YOURSELF IN THE OTHER FELLOW'S PLACE.**

If you receive a persistent series of convincing arguments, every week for several weeks, presented in an attractive, eye-catching form, you'll be pretty thoroughly imbued with the spirit of the thing ere many moons.

Good mail advertising—the Switzer kind—is mighty effective.

Your arguments presented by a Mail Series, will make a good impression. They'll bring the business.

A Mail Series prepared by Switzer costs no more than the other kind—and if Switzer does it, it will be done right!

One of my inexpensive propositions will substantiate my claims. May I quote prices!

**F. R. SWITZER**, SUCCESSFUL MAIL ADVERTISING, 117 Genesee Street, Utica, N. Y.

**IMPORTANT IF TRUE.**

There is but one class of men on earth that ever can advertise profitably—only one class;

AND There is only one thing that even they can advertise profitably—no! two things;

AND There is a time in each year when even they should not advertise.

I will gladly tell any one interested, what there is "back of these statements" if they write me on their regular printed letter-headings; but I solemnly promise that postal cards will not be noticed by me.

**FRANCIS I. MAULE**, Commercial Literature, No. 999, 402 Sansom Street, Philadelphia.

**TO ADVERTISEMENT CONSTRUCTOR**

(Amateur and other).  
\$200 FOR THE BEST ADVERTISEMENT.  
\$100 FOR THE SECOND BEST.  
\$50 EACH FOR THE NEXT FOUR IN MERIT.

For the purpose of encouraging amateur advertisement constructors, as well as inviting the aid of the masters of the profession, the Ripans Chemical Company will, within the next twelve months, pay ten dollars each for fifty-two advertisements submitted to them that they think good enough to be worth using, and pay from day to day as accepted, and at the end of a year—viz. December 2, 1904—will award and pay \$500 in cash prizes for the six best and most effective advertisements that have been submitted.

The advertisements of the Ripans Tabules have been before the public for twelve years.

They were the first largely advertised proprietary medicine ever sold in tablet form.

They were the first remedy for dyspepsia ever successfully popularized through advertising.

They are the only proprietary medicine sold in the drug stores at so low a price as five cents.

Fourteen thousand testimonials of the efficacy of Ripans Tabules, as a dyspepsia remedy, have been received at office of the Ripans Chemical Company in twelve months.

A hundred million Ripans Tabules have been purchased at drug stores in the United States in a single year.

Every drug store in America sells Ripans Tabules, and can give names and addresses of persons who have been benefited by their use.

Interviews with such persons furnish the best material for effective advertisements of Ripans Tabules. Each case has what seems peculiar points, but when presented to the public in an advertisement appeals to thousands of others precisely like it who had thought themselves the only ones who suffered in that precise way. The remedy that cures or relieves one is a boon to every other person living under similar conditions. The advertising value of individual cases can hardly be overestimated.

Address all communications to **CHAS. H. THAYER, President, THE RIPAN CHEMICAL COMPANY, No. 18 Spruce St., New York.**

## NOTES.

"WHAT They Say" is a dainty thumb-nail brochure from the *Farm Journal*, Philadelphia, containing letters from readers of this widely circulated publication.

A NEWS item which shows that one of two trustees having an estate in charge may be dishonest, involving the other, has been made the basis of a pithy, pointed folder by the Lincoln Trust Company, New York.

"In the Good Old Summer Time" is a brief vacation booklet telling of happy hunting grounds within a few hours of San Francisco. It is issued for local consumption by the North Shore Railroad, running out of that city.

THE three crack trains of the Chicago, Milwaukee & St. Paul, the "Pioneer Limited," "Overland Limited" and "Southwest Limited," are featured on a mailing card with time schedules and an editorial opinion from the Chicago Post.

A LITTLE brochure, "Concerning Rental Property," from the B. H. Warner Co., Washington, demonstrates to owners of real estate the value of an agent's services in renting and looking after management. The arguments are excellent.

**Displayed Advertisements.**

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance

Mr. Geo. H. Powell says: Clark & Zugalla have done part of my printing for about four years, and I have found them very satisfactory people to do business with.—*Adv.*

**"I WRITE**

Prepare Booklets,  
Catalogues.

**GOOD ADS"**

Correspondence and  
trial solicited.

Ed. DeLonge, Gerald Building, Chicago.

**"GOOD PRINTING--CHEAP"**

I do it at Reasonable Prices and Promptly. Let me figure on your next order. I only turn out first-class work. Satisfaction guaranteed. \$1.25 for either 1,000 Envelopes or Note Heads. We also do Ad-Setting . .

Ed. De Longe, 606 Gerald Bldg. Chicago

**25 per cent Saving****on Carbon Paper and****Typewriter Ribbons**

We will supply Carbon Paper and Typewriter Ribbons of finest quality in either Black, Blue or Purple, at 25% less than price you now pay. Send for free sample and mention color. If goods are not better than you are now using we don't want your order. Address

PRINTERS' INK PRESS,

45-51 ROSE STREET,

NEW YORK.

**The Original PEOPLE'S COMPANION**

Always a paying medium. Mail order men, send a trial ad. It will speak for itself. Ad rates: 5 cents per line, 50 cents per inch.

EDWIN DE LONGE, Publisher,

BEWARE OF IMITATORS.

606 GERALD BLDG., CHICAGO.

**IMITATION TYPEWRITTEN LETTERS** Do You Use Them?

I can supply you with circular letters in imitation of typewriting, which when filled in with my special ribbons (furnished without charge), are beyond detection. If you use such letters, write for samples and low prices. I can save you money.

JOHN ROGAN, Circular Letter Specialist, Dept. C, ROCHESTER, N. Y.

**ROWELL'S****American Newspaper Directory**

For 1904

THIRTY-SIXTH YEAR—IS NOW READY FOR DELIVERY.

Price \$10 net cash.

Checks may be made payable to

Chas. J. Zingg, Business Manager Printers' Ink, 10 Spruce St., New York

Clark's Royal Manifold Parchment is the best paper made for taking carbon copies of letters, or for duplicating typewriter work. 1,000 sheets for \$1.00, prepaid to any address in the United States. Samples free. Clark & Zuggalla, 100 Gold Street, New York.—*Adv.*

## HANO

**Modern Manifold  
Business System for  
Avoiding Disputes  
with Customers**

**PHILIP HANO & CO.**  
806 to 814 Greenwich St.

READ THE MEMOIRS OF

# SARAH BERNHARDT

New Running in the

## STRAND MAGAZINE

June Number Now Ready, price 10 cents.

*"It is almost human."*

## The Standard Auto-Addresser

Addresses Wrappers, Envelopes, Postal  
Cards, Circulars, Advertising Matter,  
Pay Rolls, Commercial Papers, etc.

**7,000 Names per Hour**

printed on the Cutter Machine at cost of about

**3 Cents per Thousand**

On the Hand Feed Machine 3,000 names  
printed per hour at cost of about 5c. per  
thousand names.

Mechanically accurate.  
Has all advantages of the card index system.  
So simple that any intelligent boy can  
operate it.

Noiseless, and occupies only space neces-  
sary for the handsome oak desk upon which  
it is mounted.

Saves immense amount of time and labor.  
Adapted for every line of business.

Far superior to any other method for turn-  
ing out work neatly and accurately.

Let us send you full information about  
this wonderful machine. It revolutionizes  
addressing.

*B.T. Jolivet & Co.*

123 Liberty St., New York City.

# Daily Newspaper Investigations

**Quantity and Quality  
of Circulations Ascer-  
tained and Reported.**

In PRINTERS' INK, beginning with the issue of April 6, 1904, was commenced a series of investigations and reports of newspaper conditions in towns where daily newspapers are published. There are more than a thousand such towns and more than twenty-four hundred daily papers. To deal with all, within a twelve-month, would require a corps of investigators and the publication of not less than fifty pages of reports weekly. This would involve a greater expense than would be warranted unless the service appeals, in some large way, to a considerable number of general advertisers and those leading papers most likely to be benefited by having their foremost position recognized and announced.

Every one interested in general advertising has found himself embarrassed by the difficulty of understanding newspaper conditions at a distant point, and reports from an agent on the spot are rarely satisfactory, because almost certain to be influenced by local prejudice or favoritism.

If so many as two hundred and fifty persons desire the full service—that is, a full report upon daily newspaper conditions in all American towns wherein daily newspapers are issued—at a subscription price of **one hundred dollars to be paid by each subscriber**, one-half in advance and the remainder upon completion of the work, we are inclined to undertake it, agreeing to complete it within one year from August 1, 1904.

**I am not at present ready to receive subscriptions, but desire to ascertain if there exists any definite, recognized want for the work I propose.**

I ask attention to such specimens of reports as are found in recent issues of PRINTERS' INK, and invite correspondence on the subject.

Address **CHARLES J. ZINGG**,  
Business Manager PRINTERS' INK,  
10 Spruce St., New York.

## MY EARLY CUSTOMER

We were among your earlier customers, and we expect to stay as long as you furnish good inks for less money than the other fellows.

ARMSTRONG BROS., Pub'rs *Bulletin*, Anthony, Kas.

Many of my customers started buying my inks when I first appeared in the field, ten years ago, and all the hot air and wordy promises put forth by traveling ink men cannot induce them to change. In slang phrase, "They know a good thing when they get it," and are not given to experimenting. Send for a copy of my price list and compare it with what you are paying for inks on credit. Money refunded when goods are not found as represented.

ADDRESS

**PRINTERS INK JONSON,**  
17 Spruce Street, New York.



## CALENDARS

A calendar is a most excellent advertisement, provided it is the right sort. Meaningless stock cuts are not the right sort.

The calendar which you ought to use is one which really advertises you, which is made exclusively for you, and which has a direct and intimate connection with your business.

Such a calendar, if artistic and attractive, will do good work for you every day in the year.

We are in a position to offer you original work, executed in the finest possible manner, at prices that are reasonable.

Don't place a calendar order without going over the matter with us.

**THE GEORGE ETHRIDGE COMPANY,**  
No. 33 Union Square, New York City.

## Advertising Agencies.

*Advertisements under this head, two lines or more without display, 10 cents a line. Must be handed in one week in advance.*

### ALABAMA.

**A. A. Z. ADVERTISING CO.**, Mobile, Alabama. Distributing and Outdoor Advertising.

### CALIFORNIA.

**CURTIS-NEWHALL CO.**, Los Angeles, California. Estab. 1886. Place advertising anywhere—magazines, newspapers, trade papers, outdoor. Effective ads. Marketing plans. **PACIFIC COAST ADVERTISING**, 25c. copy; \$2 year.

**BARNHART AND SWASEY**, 107 New Montgomery St., San Francisco—Largest agency west of Chicago; occupy 10,000 sq. ft.; employ 60 people; manage all or any part of an advertising campaign; can save advertising money by advising judiciously for newspapers, billboards, wall signs, street cars, distributing, etc. Can place goods with wholesalers and retailers. Knowing Coast conditions, we can place your advertising without waste. Write for booklets.

### DISTRICT OF COLUMBIA.

**35 FOR 3-line Want Ad** in 15 leading dailies. Send for lists and prices. **L. F. DARRELL ADVERTISING AGENCY**, Star Bldg., Wash., D. C.

### ILLINOIS.

**FRED W. KENNEDY ADVERTISING AGENCY**, 171 Washington St., Chicago, can place your work in any publication. Writes advertising.

### KENTUCKY.

**H. M. CALDWELL Adv. Ag'cy**, Louisville, plans, prepares, places advertising; newspapers, maga.

### MARYLAND.

**MILBOURNE ADVERTISING AGENCY**, Baltimore. Estab. 1878. Newspaper, magazine, outdoor advertising written, planned, placed. Don't spend \$1 in Md. before getting our estimate.

### MINNESOTA.

**DOLLENMAYER ADVERTISING AGCY.**, Tribune Bldg., Minneapolis. Recognized agency of the Northwest gives small accounts proper attention. Members American Adv. Agents' Ass'n.

### NEW JERSEY.

**MAIL** order advertising a specialty. **THE STANLEY DAY AGENCY**, Newmarket, N. J.

### NEW YORK.

**O'GORMAN AGENCY**, 230 Broadway, N. Y. Medical journal advertising exclusively.

**GEO. P. ROWELL & CO.**, 10 Spruce St., New York, have representatives calling in person upon newspapers and retailers, taking up State by State, and offer advertisers the unusual facilities of this service. Schemes for introducing and selling goods.

**NORTH AMERICAN ADVERTISING COMPANY**, 100 William Street, New York. the only co-operative advertising agency in existence. Places advertising in all classes of mediums. Affiliated with the American and Foreign Trading Co., which handles American goods abroad and foreign goods in the home market. Communications from manufacturers desiring larger output requested.

### OHIO.

**CLARENCE E. RUNEY**, Runey Bldg., Cincinnati, O. Newspaper, Magazine, Out-door Advertising. Printing, Designs, Writings.

### PENNSYLVANIA.

**F. POLEY & HORNBERGER**, Advertising Agents, 1908 Commonwealth Bldg., Phila. "Less Black and White, and more Gray Matter."

**THE H. L. IRELAND ADVERTISING AGENCY**, (Established 1890), works with as well as for clients.

Plans and places advertising in newspapers and magazines. Creates mail-series of folders and cards to reach the trade. 235 Chestnut Street, Philadelphia, Pa.

### RHODE ISLAND.

**O. F. OSTBY AGENCY**, Providence—Bright, catchy "ad ideas," magazine, newspaper adv.

### CANADA.

**HOW** often agents of American firms tell us that their advertising is ineffective because not in harmony with Canadian ideas. We can get the best results for an appropriation in Canada. Correspondence solicited. **DESBARATS ADV. AGENCY, Ltd.**, Montreal.

## THE SUPERIORITY OF BRITISH BILLPOSTING.

It is generally admitted that America is a long way behind us in the matter of billposting. We have not been to the States to see for ourselves, but we have read and heard sufficient from trustworthy sources to convince us that the opinion is well founded. Buffalo Bill's advertisement manager has stated that the British billposter is the best in the world. We do not suppose many Americans will admit it, but that does not alter the stubborn fact. If we have learned lessons from American press advertising, and we have undoubtedly, the American may learn something from our high standard of billposting, the fairness of its methods, the soundness of its trade, its splendid organization, the unique "stations"—unique in size and position—the neatness of our bills, and the way they are shown for public enlightenment. In making comparisons, one must never lose sight of the varying conditions of the country, and we have kept these well in mind while making the above statement. Making due allowance for varying characteristics, it is a fact that billposting in America has not been brought to the pitch of excellence attained in this country. In America there is little cohesion among billposters, prices vary to a bewildering extent, there is little business development. In the art of poster printing, too, America has made big strides, but her posters are no better than our own, and certainly her methods of putting them up are vastly inferior. This fact will doubtless stick in the throats of those who dislike to see Britain succeed at anything, and who show their dislike for its ways by adopting the ways of other countries. But when it comes to billposting, we can give America a start and a good beating.—*Advertisers' Review*, London.

In "The Building of a Fortune," a booklet from the Home Savings & Loan Company, Youngstown, Ohio, the usual curt items of a bank statement have been supplemented with illuminating information. Each item of the company's assets is described—loans, real estate and securities—showing their value, and the liabilities are similarly treated. This gives the statement point and meaning to readers not versed in banking, and makes plain the standing of the concern to the humblest reader.

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

A great many of the larger stores are running in their ads what might be called an editorial column. In those columns are enunciated certain features of the stores' business methods, so far as they concern the public; certain truths about merchandising in general; news of new departments and improvements in old ones, and all sorts of things that, while of interest to customers, have no proper place among descriptions of the articles advertised. It is something more than the regulation introductory; it has almost the dignity of a little speech or statement from the head of the house, and, rightly done, it ought to be very helpful. It need not, perhaps cannot, take the place of the usual introductory, which relates directly to the character or prices of all the offerings in that particular ad, but, with a strong personal tone running all the way through, it can and does help to fix and maintain a standard for the business it represents, both among the public and the store's own people, if it is wholly sincere. Two good examples are here reproduced from recent ads of Schipper & Block, Peoria, Ill.

### Money Back.

We guarantee everything we sell to give thorough satisfaction; money back if you decide against a purchase promptly; full redress—no matter how long you've had a piece.

We do not "exchange" mattresses or pillows—for sanitary reasons. We've been known to take back a mattress and throw it away, for fault. But faults are as few as human prudence can make them.

### Quality.

Quality is the fundamental principle in good storekeeping as in farming.

It costs no more, in the transportation, handling, warehousing, insurance, number of people employed, display and advertising, for good qualities than for poor.

Dealing may safely be closer in good quality stuffs; quantities may safely be larger; satisfaction and goodwill will be assuredly be greater.

Quality is our watchword.

*This is good because it is a definite proposition—so much for so much.*

### Comparatively Few People Know

that Negatives made with Kodaks and Hand Cameras can be Enlarged, and Beautiful Wall Pictures made from them. It is a fact, however, and we are so sure that we can please you that we are making the following offer: Bring us one of your Negatives, any size; we will make an 8x10-inch enlargement, and print, mount and frame it in a Handsome Frame, 11x13 inches, for \$1.10.

THE FRANKLIN,  
Superior St., Toledo, Ohio.

*Very Attractive.*

### Another Sale of Potted Plants To-Morrow

Every one likes to see potted plants around the house. A charming touch of green has a place all its own in the household scheme of decoration.

These we have for sale are not artificial, they are Nature's plants, full of life and health and beauty, and at prices quite a little under what the landscape gardener or florist would charge you. All nicely potted, with plenty of the right kind of soil around them.

Ferns 40c. to \$3.50 each.  
Rubber Plants 60c. to \$1.75 each.

Palms 40c. to \$3.25 each.  
Screw Plants 75c. each.

In this department you will find all sorts of flower seeds at lowest prices. These seeds come from a strictly first-class nurseryman, therefore you can place confidence in them and not be disappointed with poor flowers, or plants that fail to bloom at all.

JAS. HORNE COMPANY,  
Pittsburg, Pa.



A "Hurry-Up" Insurance Ad.

## Now's the Time!

Delay is dangerous. Your home may catch fire before you get your household goods insured if you wait—do it to-day.

R. C. LUPTON & CO.,  
925 Market St.,  
Wilmington, Del.

*Conveys the idea of newness and desirability in a few words.*

## White LawnShirt-waists, \$1.50

A fresh lot, right from the whirring machines, of those pretty white lawn shirtwaists with embroidery front. Every woman who wants a dainty waist for little money seems to be buying them.

JOHN WANAMAKER,  
Philadelphia.

*Here's Another Line That's Seldom Advertised. There Must be Something In It.*

## Old Furniture

of every sort, kind and condition—useless to you—is of value to me; and I will pay top prices for it.

"Holly Helps  
Housekeepers."

Sell me your old furniture and get cash for it.

T. F. HOLLY,  
2812 Minnesota Av.,  
Billings, Mont.

An "Extra Trousers" Ad.

## Where's the Man

who hasn't use for an extra pair of Trousers in his wardrobe—when he sees what he likes and the price is his way?

Here are splendid Trousers that will give you that new-suit effect.

The finest materials and finest lot of patterns ever in this store at one time—\$3.00 to \$7.00—yes, we have Ready-made "Sovereign Brand" Trousers now at \$7.00, and your tailor charges \$10.00 for the same quality.

OAK HALL,  
Hamilton, Canada.

This is the Way To Talk.

## Dancing This Week

The magnet to attract out-of-door lovers at Capitol Park this week will be dancing. An orchestra will be located in the pavilion afternoons and evenings. The dance hall has been furnished and attractively fitted up. Rain or shine there'll be dancing.

The opening of the park is to take place Monday, June 9, and then the Open Air Theater, Ping Pong, Billiards, Glass Blowers, Restaurant and other features will be open in full blast. It's going to be a gay season at Capitol Park, Hartford, Conn.

Admission to trolley patrons free!

*One from a Series of Good Print Shop Ads.*

## "There Isn't One Really Good Printer in Five Hundred"

PRINTERS' INK—the leading journal on publicity of all kinds—has the following to say: "There are thousands of printers in this country, good, indifferent, and a lot of bad ones. There isn't one really good printer in five hundred. Intelligent advertisers are willing to pay for good printing, no matter where it comes from."

PRINTERS' INK knows what it is talking about. Poor printing is a bad investment—it's worse than a blank. A business man's stationery or booklet is like a traveling man—if it's neat, well dressed and to the point, the first impression is good and your chances of doing business on the strength of it are good.

We realize this. We keep abreast of the times. We know what good printing is and produce it. We are pretty careful not to let a bum job get on to our presses. No press in the country can better our printing and we want you to know it.

"HAVE KNIGHT PRINTING CO. PRINT IT."

N. P. Avenue, Fargo, N. D.

## WHY YOU SHOULD SUBSCRIBE TO PRINTERS' INK!

PRINTERS' INK has always been a *practical* journal of advertising. It was the pioneer in this field. It is still the best. Its circulation has until now been confined chiefly to men actually engaged in advertising, no special effort being made to put it into the hands of young men and women in other fields desirous of studying the subject.

\* \* \*

Modern advertising has grown to a point where it is necessary for PRINTERS' INK to widen its scope. Wrong impressions have been created as to the fabulous salaries paid advertising men. The profession has been exploited as an easy road to wealth—which it is not. Advertising as a calling is as well paid as any other field of business endeavor and offers as good opportunities for advancement.

\* \* \*

PRINTERS' INK holds out no false ideas and vigorously opposes the "get-rich-quick" sentiment. To the business man or woman who will read our journal for a year, week by week, intelligently and studiously, it will give a clear, practical insight into advertising as it is actually applied to the whole field of business. It will tell how bright men plan and manage publicity. It gives tangible experience, aiming to set forth what has been accomplished rather than what has been said.

\* \* \*

PRINTERS' INK teaches by example, not only advertising, but principles and practice, which are really the foundation of advertising. During fifteen years the "Little Schoolmaster in the Art of Advertising" has been the means of increasing the earning power of hundreds of business men. The paper has grown with advertising and creates methods which its intelligent readers turn to account in many ways.

\* \* \*

As a consequence it is to-day at the head of the advertising world in this and also in foreign countries, where its sale is increasing. Its best reference is any advertising man.

\* \* \*

Every business man who is in any form interested in advertising should be a reader of PRINTERS' INK. The annual subscription price is five dollars per year—less than ten cents a week. Sample copies ten cents. A three months' trial subscription will be entered upon receipt of one dollar. Published every Wednesday.

Address Business Manager of

PRINTERS' INK,

10 Spruce Street, New York.

## Some Men Pay

\$10,000 for an expert to manage their advertising. There are others who pay \$5 for an annual subscription to PRINTERS' INK—the leading journal for advertisers and business men, published every Wednesday—and learn what all the advertisers are thinking about. But even these are not the extremes reached. There are men who lose over \$100,000 a year by doing neither one.



Every business man connected with advertising in any way should be a regular reader of PRINTERS' INK. Send your check for **Five Dollars Now**, and don't miss the weekly reports of Investigations of Daily Newspapers throughout the country, a series of articles now appearing in the Little Schoolmaster which is worth thousands of dollars to an advertiser who seeks reliable information on the daily press of the United States and Canada.



Address

**CHAS. J. ZINGG**, Business Manager PRINTERS' INK,  
10 SPRUCE STREET, NEW YORK.

## The Leading Mail Order Monthly.



### COMFORT

has the reputation of being the best edited of any of the mail-order papers. ¶ It pays more for its cover designs (printed in colors), for its illustrations and for its literary features than any other mail-order journal. ¶ As a natural consequence it is more closely read than the average paper in its class and hence brings greater results. ¶ It receives a looked-for welcome every month in One Million and a Quarter Homes. ¶ Ask any advertising agent about COMFORT or write,

W. H. GANNETT, Publisher, Inc.

AUGUSTA, MAINE

New York Office: 707 Temple Court

Chicago Office: 1635 Marquette Bldg.